

LIFE



FUR JACKET

OCTOBER 18, 1948 **20** CENTS
YEARLY SUBSCRIPTION \$6.00



*Look for this label...it identifies
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PASSAIC, N.J.

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FIRST IN RUBBER

*That's why users get more miles
with B.F. Goodrich tires!*



1 43,275 MILES on this B. F. Goodrich tire, reports H. D. Anderson of Seattle, Wash. And over surfaces "ranging from . . . desert roads to mountain trails."



2 "... NEVER RECEIVED better service from any tire," says H. L. Smith, Union, Tenn. His B.F.G. tires have gone 30,593 miles, half of it over rocky roads.



3 "THESE TIRES had gone 49,723 miles when the picture was taken and I believe are good for another 10,000," writes P. U. Alexander, Goose Creek, Texas.



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6 WITH THE OPENING of the world's finest rubber research center, you can look to B.F.G. now, more than ever, for the newest and best in tires.



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Highest quality

B. F. G. EXTRA-CUSHION
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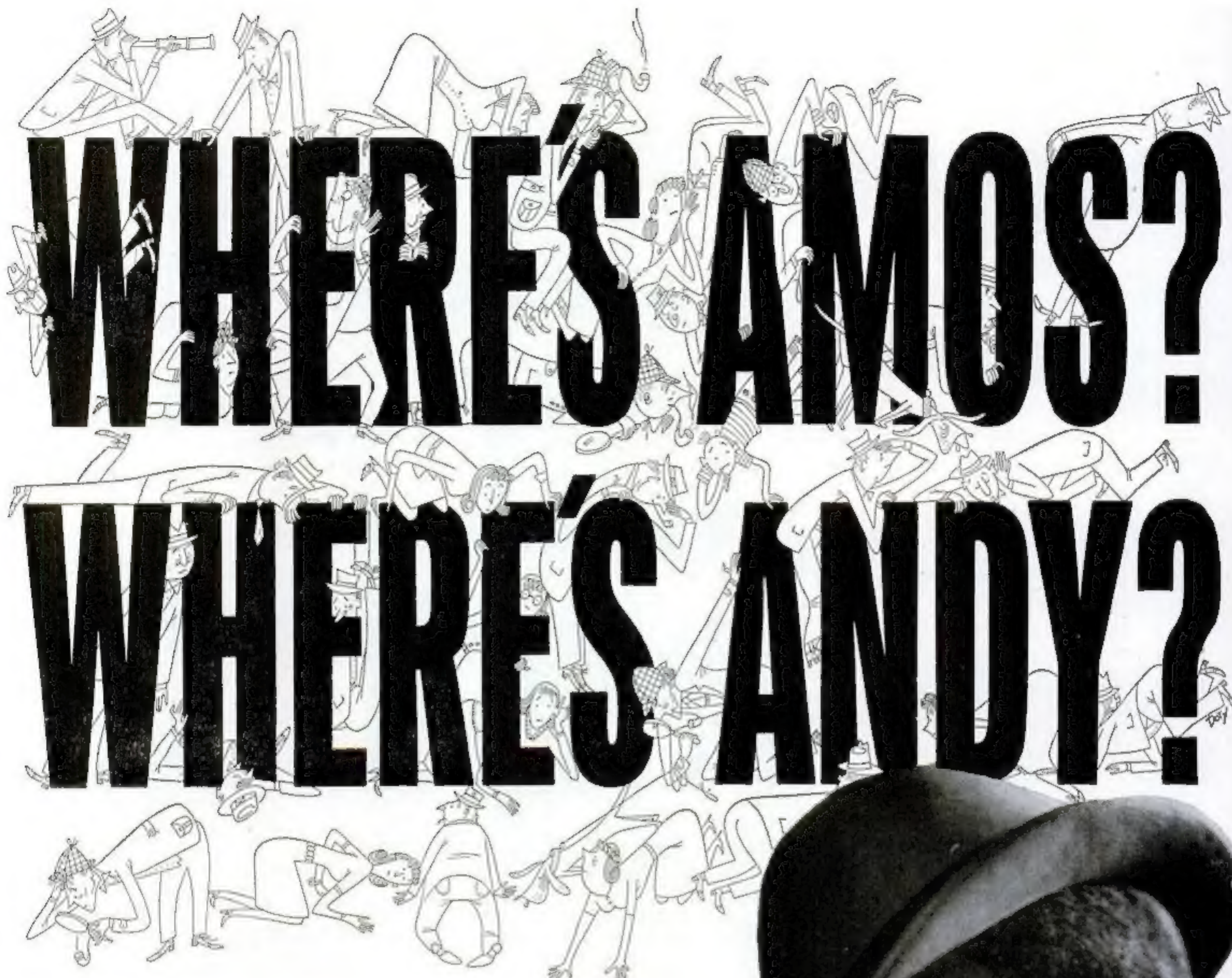
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WHERE'S ANDY?

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New network...

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Sunday evenings



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here's the cream of them all!

contains Viratol*...

gives your hair
that "just-combed" look...

all day long!

NEW FORMULA WITH VIRATOL*, works wonders in the looks of your hair. Gives it that "just-combed" look... all day long. Your hair not only *looks* natural... but it *feels* natural and it *stays in place*!

CONTAINS TRIPLE-A LANOLIN, TOO! Gives you the combined ingredients for the kind of scalp care you need... helps relieve loose dandruff, excessive dryness.

HOMOGENIZED FOR SMOOTHNESS! Just the right consistency for year-round easy flow, smoother application.



new Vaseline Cream Hair Tonic
TRADE MARK ®

**This special compound gives lustre... keeps hair in place without stiffness.*

NEW DOUBLE VALUE!

SWIFT'S PEANUT BUTTER IS THE FIRST AND ONLY PEANUT BUTTER TO GIVE YOU

1 A HANDY COASTER CAP WITH EVERY JAR

NEW

First time ever! The "easy-off" screw caps of Swift's Peanut Butter jars are gay, colorful coasters of sparkling crystal plastic. Like "getting a prize with every package." Nearly three inches in diameter—just the right size to fit nearly any glass. Choice of four beautiful colors. **START TO COLLECT YOUR SET NOW!**

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NEW

Here's a brand-new high energy food for kids—and everybody! A smooth-as-silk peanut butter crammed with *all* the great nutritional wealth nature has so lavishly bestowed on peanuts... high-quality vegetable protein, minerals and B-Complex vitamins. A real "Gold Mine" food.

**MORE
BOUNCE**



LUNCH WITH A PUNCH. Peanut butter sandwiches, a pint of milk and a tomato or orange constitute a most economical and nutritious lunch—according to eminent dieticians.



**PER
OUNCE!**



"GOLD MINE" OF NUTRITION. It's a treasure house of nourishment. Gives you loads of high-quality vegetable protein—plus the key vitamins B₁, B₂ and Niacin...and Iron, Calcium and Phosphorus as well.



25 FRESH ROASTED PEANUTS ON EVERY SLICE OF BREAD. It's milled so fine and creamy, a single serving (2 oz.) gives you *all* the nutritive value of a whole bag of peanuts on every slice of bread.



Sure! Let the youngsters eat all they want—and help yourself to this delicious, wonderful new peanut butter made from the very finest hot, fresh-roasted peanuts. Just be sure it's *Swift's* Peanut Butter...*THE* peanut butter with restored vitamin B₁ values. It's a highly digestible and nourishing food.

LIFE'S REPORTS



U.S. MAGAZINE FASCINATES GERMANS BECAUSE HITLER IS ON THE COVER

THE FÜHRER'S FACE

Displayed for the first time since V-E Day, it both pleases and shocks the German people

by DAVID RICHARDSON

One morning recently Germans hurrying past newsstands from Hamburg to Oberammergau suddenly stopped and stared. There, big as life on the cover of a magazine named *Weekend*, was Adolf Hitler. It was the first time since V-E Day that the Führer's face had been displayed in public. Under the grinning countenance of the dictator—the picture had been taken in his happier pre-Omaha Beach days—was that \$64 question printed in bold red letters: "Is Hitler still alive?"

Germans grabbed for copies as though they were one-way tickets to America. The newsstand at Frankfurt's main railroad station sold its quota of 50 copies in less than 20 minutes. A second distributor was so rushed with buyers that he had to telephone for another 100 copies within half an hour. Less than a day after the Hitler cover hit the stands, dozens of telegraphed requests for more copies poured in from Bavaria, including an order for 200 from tiny Berchtesgaden. In Munich more than 3,000 copies went like hot cakes, quickly attaining such value that they soon were selling in the black market for several times the legal price of 40 pfennig.

This startling chain of events was the work of Dick Jones, a 33-year-old former mystery writer from Chicago, who with a small crew of other ex-Stars and Strippers runs *Weekend* as an Occupation picture weekly. Forty-eight hours after the appearance of the Hitler cover he began receiving letters of comment from German readers. The range of sentiments expressed in this fan mail provided a revealing commentary on the state of mind of the people of western Germany today.

Many Germans thanked *Weekend* for giving them another look at the Führer. Some were like Walter Brueggemann, a Frankfurt merchant who wrote, "I still haven't recovered from the surprise. Some of my acquaintances said they thought the picture would afford particular pleasure to the Nazis, but as the Nazis are through anyway,

CONTINUED ON NEXT PAGE

Right Time to Stop In—is



Before She Won't Start!

Get this Mobil Battery Care!



• Let your Mobilgas Dealer prevent trouble now. Ask him to check battery—test "charge," add fresh water, free terminals of corrosion, tighten connections. And, if needed, he can recharge battery, replace worn cables—save you time, trouble and expense later on!

Rugged Replacements—Mobil Batteries!



• Your Mobilgas Dealer has them! They're built to meet the most exacting requirements for flying starts, long, trouble-free service, maximum life. And it's no wonder. Mobil Batteries are guaranteed by the Makers of Mobilgas!

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*"Combing"
makes the difference*

...that's why **Nashua**
combs the cotton in its
Percale Sheets!

To make sheets silky-smooth, Nashua "combs" the raw cotton with delicate-toothed machines. Out come the short, fuzzy fibers that make ordinary sheets feel rough after washing! Only long, smooth fibers are used, so Nashua Combed Percale Sheets *stay smooth* washing after washing. They're light to launder, yet there's plenty of strength in Nashua Combed Percales—they're specially woven with a tape selvage that absorbs extra strains. Here's luxury sleeping at a price you can afford!

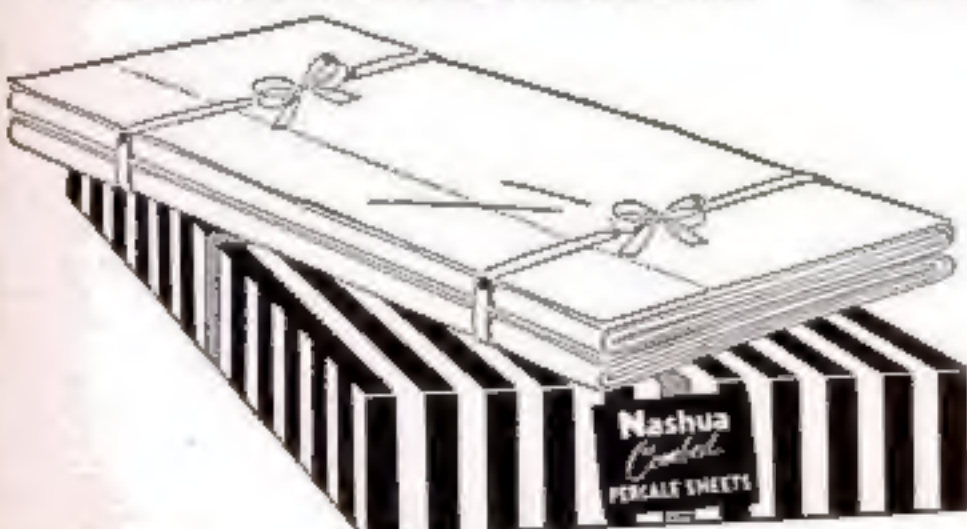
Among the leading stores featuring Nashua Sheets are:

THE MAY CO., Los Angeles, Cal.

WOODWARD & LOTHROP, Washington, D. C.

FAMOUS-BARR CO., St. Louis, Mo.

MACY'S SAN FRANCISCO, San Francisco, Cal.



Nashua
*Reg. U. S. Pat. Off.
Combed
Percale Sheets

LIFE'S REPORTS CONTINUED

such small pleasure could do no harm. Most of us, however, were merely amused and intrigued. Amused because a magazine cover of Hitler, once such a familiar sight to all of us, hadn't been seen in Germany for years. Intrigued because it demonstrated that the era of National Socialism, which once had so terrible an impact on the world, now, less than four years later, looks so ancient, so remote. It's like an old Chaplin film or a Marlene Dietrich record. I'd like to thank *Weekend* for having brought this cover to us. Next how about a smiling Goebbels or Göring?"

Other Germans shuddered. "Please, dear sir," pleaded a Frankfurt secretary named Charlotte Schaefer, "let's not have Mussolini, Göring or Goebbels on one of the next cover pages. . . . There are so many beautiful things in the world, why should we have to look in old desk drawers? Please help us forget the evil men."

Wrote a Bavarian named Juer-gen Baumann, "Instead of Hitler a German would much rather look at a sexy girl."

Weekend's Dick Jones was already well aware of the eye-appeal of the undraped female form. Inside the magazine, under the title "Hitler's Women," were three nude photographs of voluptuous Eva Braun and her younger sister Gretl cavorting beside a Bavarian lake. To many a German these particular nudes were especially fascinating. Wrote an anonymous Ruhr reader, "We simply don't know what to make of the Eva Braun pictures. During the years of Hitler's rule we were never permitted to know about Eva Braun and I certainly have never seen any photos showing her undressed as you did. Around here no one I know read the article about Hitler; they merely looked at the pictures."

The lead story that gave *Weekend* a logical opportunity for plastering the Führer's face on its cover was written by former Nürnberg War Crimes Judge Michael A. Musmanno. Like the rest of the magazine, it was printed in English. Those bilingual Germans who did take their eyes off the pictures long enough to read the article found it merely a rehash of previous versions of the last days of Hitler. "Hitler is dead," Musmanno declares. "The evidence of his death is conclusive and absolute."

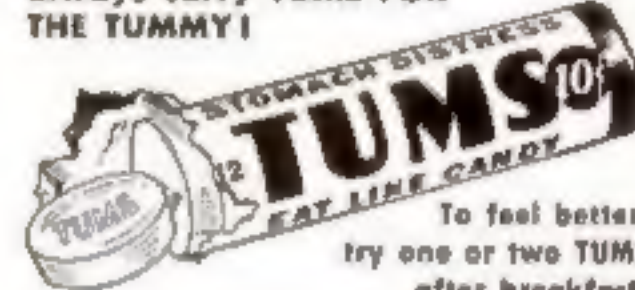
If this article was meant to still the last lingering rumors to the contrary, some Germans found it had a reverse effect; too few of them could or would wade through the 5,000-word article. "I am afraid," wrote a Darm-

CONTINUED ON PAGE 2

Stepping out?
Don't take along
acid
indigestion
Take
TUMS

Any time late hours and over-indulgence bring on a spell of acid indigestion, try Tums for sweet relief. Taken like candy mints, Tums neutralize excess acid and settle upset stomach almost instantly. You feel better fast! No baking soda (bicarbonate) in Tums. No danger of overalkalizing; no acid rebound. Take Tums!

Night and day, at home or away, always carry TUMS FOR THE TUMMY!



QUICK RELIEF FOR ACID INDIGESTION

(NR) TUMS are antacid, not a laxative. For a laxative, use mild, dependable, all-vegetable NR Tablets (Nature's Remedy). Get a 25-cent box today.

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Need Not Keep You From Having

*Sheer Leg
Beauty*

● Bulky elastic stockings are unnecessary. Remarkable Bell-Horn Tropical Weight Elastic Stockings give strong, required support for varicose veins and similar leg ailments, yet are entirely unnoticeable under sheer silk or nylon hose. At Department, Surgical or Drug Stores.

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FOR FREE
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BELL-HORN
Tropical Weight
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Send me helpful FREE BOOKLET, "NEW FACTS ABOUT VARICOSE VEINS AND BEAUTIFUL LEGS."

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AMERICA'S LEADING MAKERS OF SURGICAL HOSIERY FOR OVER 100 YEARS

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PLIOFILM IS TOUGH



— you can wrap it around rib roasts, spareribs and poultry, reducing danger of tearing.

PLIOFILM IS TRANSPARENT



— you can see instantly what is contained in a bowl, dish or package. Saves time.

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— you can safely keep fish, cheese, melons, without contaminating other foods in refrigerator.

PLIOFILM SEALS IN MOISTURE



— you can keep bread, cakes, pastry, fresh longer—PLIOFILM prevents drying out.

LOOK WHAT YOU CAN MAKE WITH PLIOFILM



With this wonder material you can easily make bibs, aprons, bowl covers, sweater bags and many other useful articles—by sewing or heat-sealing.

NOW you can buy rolls of **Plio-film** — Goodyear's famous food-packaging film — in handy cartons, for kitchen, refrigerator and general household utility use.

You'll cut your grocery bills by wrapping foods and leftovers in **Plio-film**. It keeps them fresh, flavorful and tasty for many extra days—because it is the only air-moisture-liquid-proof food wrap sold for home use!

Fruits and vegetables wrapped in **Plio-film** don't wilt or shrivel. Leftovers don't get soggy. Meats keep tender and juicy. Cakes and pastry won't dry out. *Years of commercial use prove it!*

Plio-film is odorproof and tear-

resistant. Greasy foods don't harm it. It's the ideal packaging for foods in your home freezer because it's liquid-tight—seals in moisture.

And mark this: you can use *Plio-film* over and over again — it washes easily. You'll find it the most economical and efficient food wrap you ever used!

Plio-film household rolls come in 12- and 18-inch widths — big enough for the largest roasts and poultry. Economically priced, at grocery, chain, novelty, hardware, drug, and department stores. If your dealer can't supply you, write Goodyear, **Plio-film** Dept., Akron 16, Ohio.

Plio-film



3-way protection against
air, moisture, liquids

Plio-film—T.M. The Goodyear Tire & Rubber Company

GOOD YEAR PACKAGING FILM

YOU CAN BE **SURE**..IF IT'S
Westinghouse



See the range that's **SO FINE..SO FAST..SO SURE!**

LOADS MORE COOKING CAPACITY
Giant Oven ... 4 Surface Units
plus Portable Econo-Cooker!

Plenty of room for a 30-pound turkey, a complete meal or 8 loaves of bread in the enormous oven. There's up to 47% more surface cooking space, too, and a separate Portable Econo-Cooker if you wish, that plugs into the Range outlet.

EVERY HOUSE NEEDS A

Westinghouse Range



Here it is, the favorite Westinghouse Range of the Year ... the famous Single-Oven Commander! It's famous for its beauty. Famous for its even, controlled heat that makes meats stay juicier, vegetables retain their health-giving vitamins, baking comes out right every time. Famous for its convenient Single Dial Oven Control, Tel-A-Glance Switches, helpful Signal Lights. Like all Westinghouse Ranges the Commander is superbly automatic, super-fast, thoroughly reliable and very easy to clean. See the new Single-Oven Commander, and other beautiful models at your near-by Westinghouse retailer's now. For better meals ... for finer, faster cooking, choose Westinghouse.

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TUNE IN TED MALONE... EVERY MORNING, MONDAY THROUGH FRIDAY... ABC NETWORK

There is always
a **RIGHT** time
HARVEL



DATE-O-GRAPH

No matter what the occasion, there is no finer gift! The exclusive Harvel DATE-O-GRAPH tells month, date, day, hour, minute, second! 17-jewel movement, stainless steel case with exclusive Multi-Guard features: moisture, shock, and dust-resistant, anti-magnetic. \$55, Fed. tax incl. DATE-O-GRAPH is made only by the Harvel Watch Co.



RIGHT for accuracy

Harvel Watches are the achievement of years of watch engineering and precision manufacture. They carry your jeweler's standard watch guarantee.

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Harvel watch cases are styled by the world's leading designers.

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Simply compare Harvel Watches for quality with any other watch—dollar for dollar. Harvel means value.

SOLD ONLY BY RELIABLE JEWELERS

HARVEL

One of the World's Fine Watches

Write us for the name of the Harvel dealer in your city, if your own jeweler cannot supply you.

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HITLER'S EVA, shown unclad on Bavarian lake, amazed the Germans.

LIFE'S REPORTS CONTINUED

stadt cook named Anni Bingold, "that if Hitler ever was really dead in the minds of my fellow Germans, you have brought him back to life. You have made a grave mistake, Herr Editor—the pictures just make us think of Hitler as still alive. Many of my neighbors, in fact, think it is just fine to see the Führer once more. It isn't that they really want him back. No, I think it is that they remember the good old days and they think of Hitler as the one who made them good. You must forgive them for this because they have had so much of bad food and cold in winter that it is pleasant for them to look back to better times. It is better, Herr Editor, not to remind people of such things."

From Stuttgart, however, where a recent census check disclosed the encouraging fact that since the war not a single baby had been christened with the once-popular name of Adolf, came this letter from one Gerard Menning: "I would like to remind you," he wrote, "of an old story that began circulating in Germany even before the war, to the effect that Hitler did have a double. According to this account, this double reviewed parades, attended meetings and spoke to the masses in Hitler's absence while the real Hitler sat undisturbed in his Eagle's Nest on Obersalzberg. Although it's now nearly four years since Hitler's disappearance, discussions as to the possibility that he may still be alive haven't yet ceased. So it was, I think, absolutely necessary to declare categorically that he is dead."

A comrade from Essen indignantly expressed the reaction of German Communists to the *Weekend* story: "So now your propaganda machine has begun a campaign to revive the Nazi spirit! The Hitler cover has already succeeded in raising joyous hopes in fascist minds that their beloved Führer still lives. This most recent attempt by you and your capitalistic fascist masters to win the German people to your new war against the peoples' democracies will fail, for

Which Twin has the Toni?

(see answer below)



One Permanent Cost \$15...the TONI only \$2

Your mirror will show you . . . your friends will tell you that your Toni Home Permanent is every bit as lovely as a \$15 beauty shop wave. For Toni gives you soft, smooth curls. Curls that look lovely in any weather, wherever you are, whatever you do. But before you try Toni you'll want to know—

Will TONI work on my hair?

Yes, Toni waves any kind of hair that will take a permanent, including gray, dyed, bleached or baby-line hair.

How much curl will I have with TONI?

You can have just the amount of curl that suits you best—from a wide, loose wave to a halo of soft ringlets. Just follow the simple directions for timing.

Must I be handy with my hands?

Not at all! If you can roll your hair up on curlers you can give yourself a lovely natural-looking Toni Home Permanent. It's easy as ABC. So easy that every month more than a million women use Toni.

Will TONI save me time?

Toni puts half-a-day back in your life. For you give yourself a Toni wave right at home—and while the wave is "taking" you are free to do whatever you like.

How long will my TONI wave last?

It's *guaranteed* to last just as long as a \$15 beauty-shop permanent. You must be satisfied with your Toni Home Permanent or you get back every penny you paid.

How much will I save with TONI?

You save money not just once with Toni—but *every time* you give yourself a lovely Toni wave! For the Toni Kit with plastic curlers costs only \$2. You can use the plastic curlers again and again. So, for your second Toni Wave, all you need is the Toni Refill Kit. It costs only \$1 . . . yet there's no finer permanent at any price!

Which twin has the TONI?

Lovely Beverly Dahm says, "I like a loose, natural-looking wave. And that's just what I got with Toni. No wonder Barbara says after this we'll both be Toni twins." Beverly, the twin with the Toni, is at the left.



Listen to "Give and Take"
2 P. M., EST, Saturday, CBS Network.

CONTINUED ON NEXT PAGE

You make it...



in a minute...

the milk's already in it!



... and **Chox** makes the best cup of hot chocolate you ever tasted.



Try This Party Treat
Serve hot Chox with this fine, chocolate-y

SPANISH CHOX CAKE

2 cups sifted cake flour	1/2 cup Chox
1 tsp. baking powder (double action) or 1 1/2 tsp. baking powder (phosphate or tartaric)	1 tsp. baking soda
1/2 cup Meadow Gold Butter	1/4 tsp. salt
1 1/2 cups Meadow Gold Buttermilk	1 cup sugar
	2 Meadow Gold egg yolks
	1 tsp. vanilla

Sift flour, Chox, salt, baking soda, baking powder together 3 times. Cream shortening with sugar until fluffy. Add egg yolks and vanilla, beat thoroughly. Add sifted dry ingredients and buttermilk alternately in small amounts, beating after each addition. Pour into greased loaf pan or two 8-inch layer pans. If in loaf pan, bake in a slow oven (350°) about 40 to 45 min. If in layers, bake at 350° about 25 to 30 min. Ice with your favorite topping.

Beatrice Foods Co.

Your grocer has **Chox** Start enjoying it today!

LIFE'S REPORTS CONTINUED

you have underestimated the new democratic spirit of the German people."

German newspapers, which have been treating the subject of Hitler rather gingerly since the war, lost no time in snapping up exclusive German-language rights in various cities to the Musmanno story. A brand-new German picture weekly blossomed with a similar idea. By a not-so-strange coincidence it was named *Wochenende* and its cover featured a big picture of Eva Braun, together with the first installment of a "sensational document" purporting to be Eva's diary. Unfortunately for its readers, however, the new magazine was able to print the diary only as far as 1937 before a Munich court halted its further publication. "This so-called diary," said the court, "is erroneous and contains a number of obscenities." Furthermore declared the court, "The diary's continuance would do damage to the memory of a dead person." In order to save the memory of Eva from further damage and, incidentally, to assure its readers that they wouldn't be let down just when Eva's memoirs were promising to get spicier, *Wochenende's* editors generously promised to continue publishing the "diary" without mentioning Eva's name.

Although *Weekend's* Hitler cover proved a terrific boon to the new magazine, which was started as a commercial venture three months ago on little more than a few thousand dollars and plenty of optimism, Editor Jones says he has been kicking himself ever since the issue came out for not realizing the great demand the Hitler story would have and jumping his print run accordingly. His usual German circulation is 20,000 copies. "One meets people every day," a German editor wrote Jones, "who still talk with a certain pride of Hitler's regime and look scornfully down upon the weak German governments of today. It might well happen, therefore, that many German readers will save the Hitler cover picture to replace the ones they threw away three years ago in their rage at Germany's defeat." By order of the American Military Government hanging pictures of Hitler in German homes is still *verboten*, but nobody has laid down one rule yet about the cover of an American magazine.

All that could be safely concluded from the stir created by the reappearance of the Führer's face was that Adolf Hitler's impact on Germany was still so powerful that even his ghost could be expected to evoke interest among Germans for some time to come.

THE HOLE IN THE HEAD

No biting off and
-Draws easily



THE CIGAR THAT
BREATHES

10¢

Man to man-smoke
ROI-TAN



The "North Bay"

Here's what they call a coat in the North Country. Famous Piedmont gabardine, Cravenette to shed rain and snow. Laskinlamb collar, lambskin lining, red wool bottom — a world of warmth. Men's and boys' sizes. See your Lakeland dealer — or write for his name.

Lakeland Mfg. Co., Sheboygan, Wis.



BRONZE TWILIGHT, 30 denier,
for tweeds in neutral tones...
taupes, smoky greys, grey-blues.



CAT'S EYE GREEN, 20 denier,
for town wear with deep greens,
amber, tortoise, rich browns.



BLACK SABLE, 15 denier,
for gala dates... with garnet red,
purples, blacks, Druid grey.

not just nylons...but a Wardrobe of Cannon Nylons

CANNON NYLONS for every costume—that's the newest idea in stocking shopping! And here, Cannon presents a morning-noon-and-night trio, in colors designed to melt right into smart fall fabrics.



JEWEL BY HARRY WINSTON

Beautifully sheer (even in businesslike deniers). Full-fashioned. Proportioned lengths. And made with Cannon's wonderful elasticity that means extra-clinging ankle fit! Start building *your* Cannon Nylon Wardrobe, today. Cannon Mills, Inc., 70 Worth St., New York 13, N. Y.



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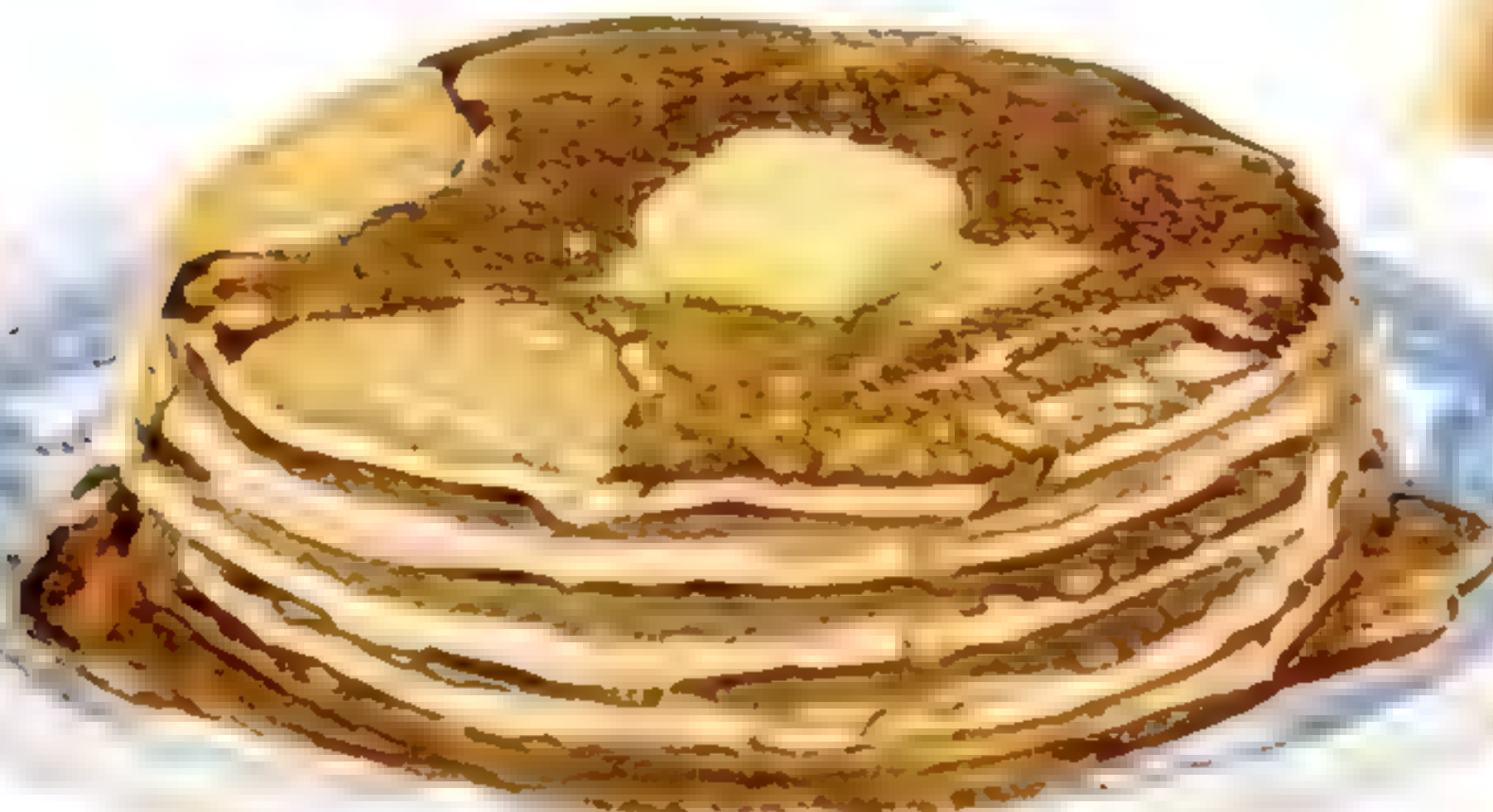
"Sugaring-off Party in Vermont in 1850." The young folks loved to invade the sugar camp and enjoy fresh-made maple sugar cooled in the snow.

The real maple sugar flavor you've longed for!

For Vermont Maid Syrup, our skilled blenders select maple sugar that is unusually full-flavored; then blend it with cane sugar. This blend gives you, at moderate cost, real maple sugar flavor that is uniformly rich and delicious.

Enjoy Vermont Maid Syrup today. Your grocer now has it in attractive glass jugs, ready for your table.

Penick & Ford, Ltd., Inc., Burlington, Vermont.



DON'T ACCUSE AN INNOCENT MATTRESS!

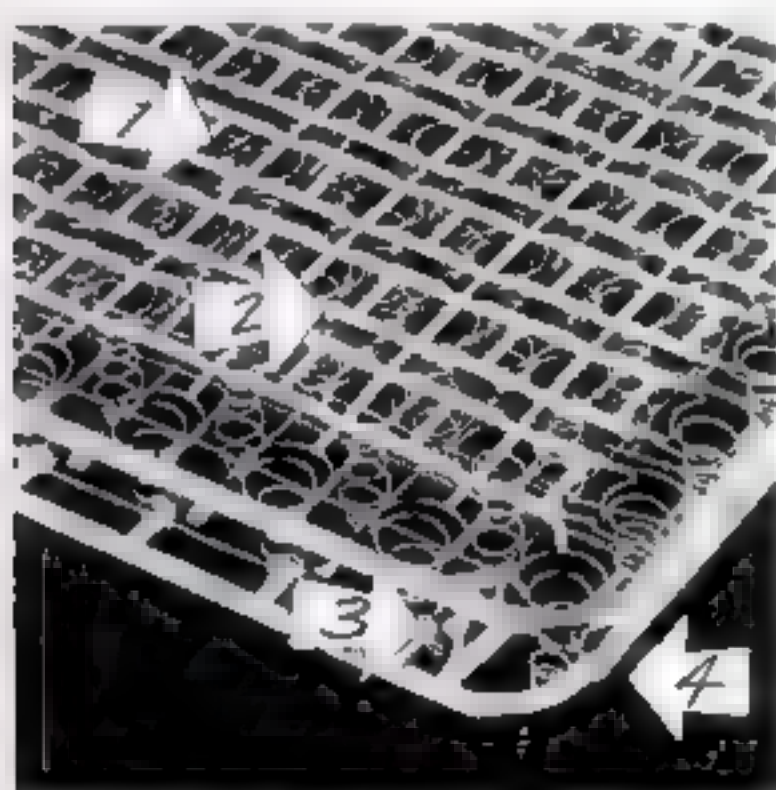


Your bedspring may be Guilty of spoiling your sleep!

Bed uncomfortable? Your mattress may be innocent. Your *bedspring* may be the culprit!

Surveys show that over half the bed-springs in the country are too old-fashioned . . . too worn out!

What you need is a new bedspring—and a better bedspring—ACE Spring, made only by Simmons! Here's the reason!



Why ACE is a better bedspring!

1. No sagging "link" springs. ACE has 99, deep, double-deck coils.
2. No obsolete "open coils." ACE has a special "lattice" platform to give your mattress full support.
3. ACE has 2 "no-sway" stabilizers. Won't twist, sway, or creak!
4. Rounded corners mean no more torn bedclothes!

At leading department and furniture stores, \$29.50.

**Only SIMMONS
makes ACE SPRING***

Other Simmons Quality Products:

Famous Beautyrest Mattress,

Electronic Blanket, Deepsleep Mattress,

Hide-A-Bed Sofa, Babybeauty Crib Mattress

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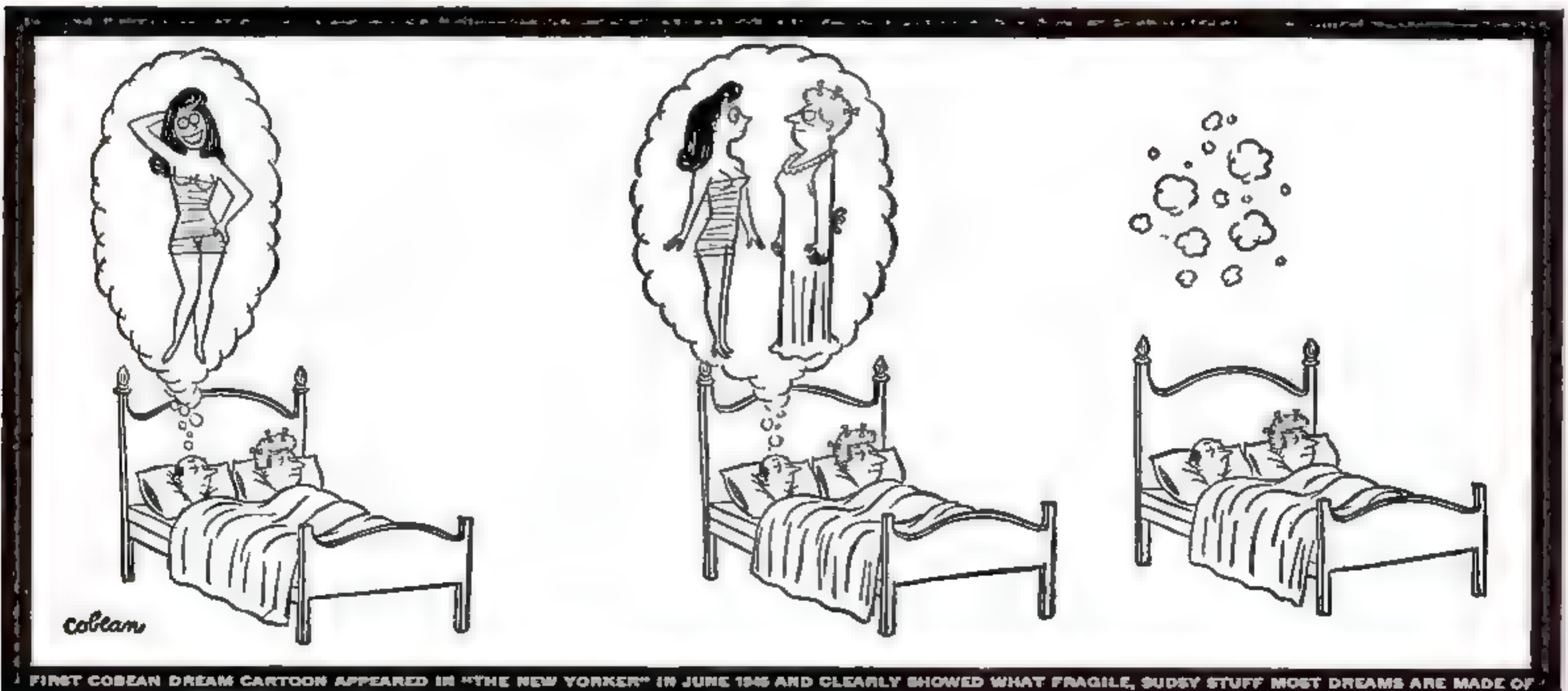
CARTOONIST COBEAN STARTED THE DREAM DRAWINGS

SPEAKING OF PICTURES...

... CARTOONISTS MAKE A SINGLE IDEA ABOUT DREAMS LAST THREE FUNNY YEARS

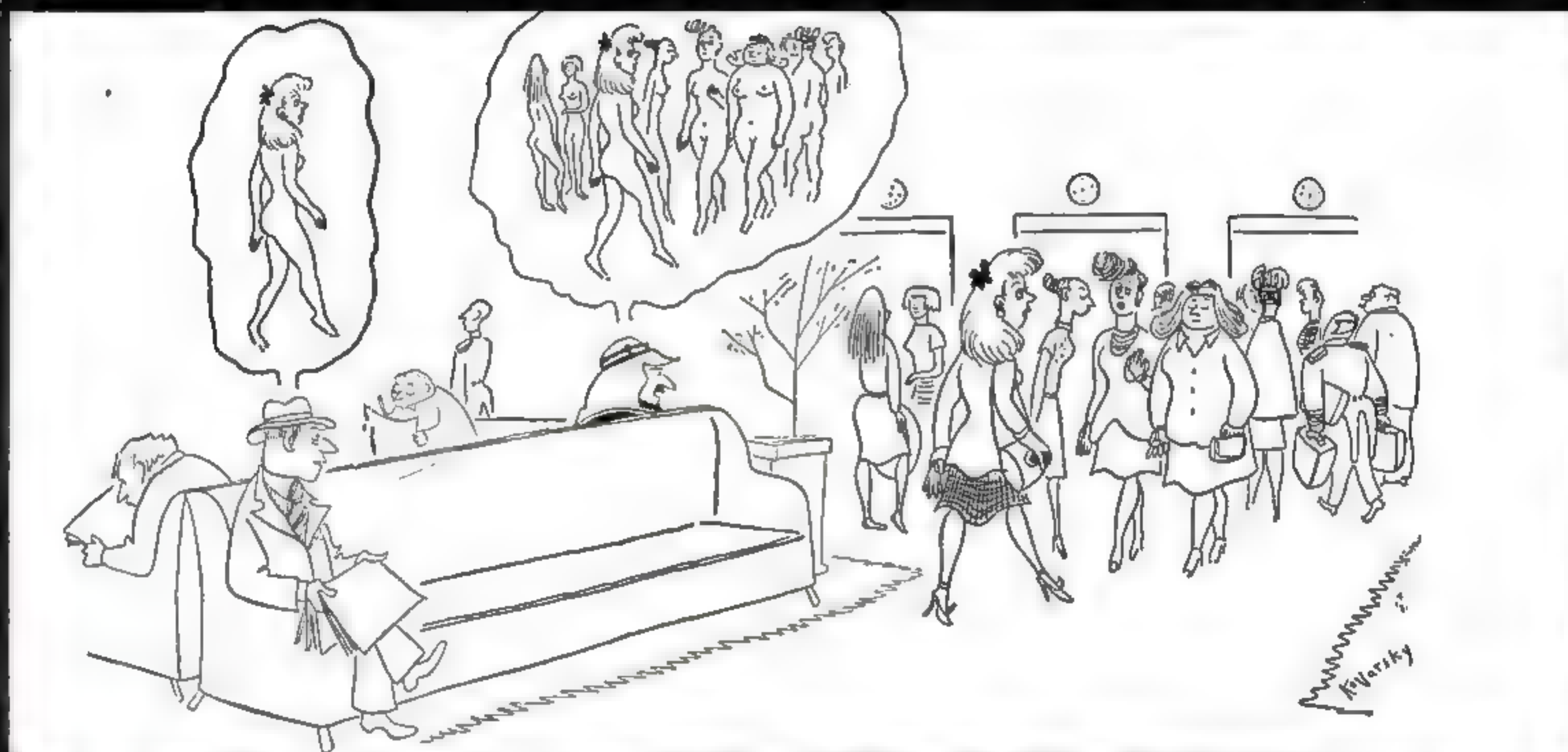
Ever since women took to wearing clothes men have been trying to visualize how they looked without them. As an international, nonseasonal pastime this pleasant sort of daydreaming has long outranked stamp-collecting, bird-watching and sidewalk-superintending. A fertile field for cartoonists, it first got wide public attention in 1945 at the hands of a perceptive, young New York artist named Sam Cobean (left), whose hilarious early efforts along these lines were printed in *The New Yorker*. For two years Cobean had the field to himself. During this

period he managed to embellish the bare original notion with some funny, highly fanciful twists, called "switcheroos" in the trade. Then Cobean's competitors assiduously began to till much the same soil and *The New Yorker* broke out in a rash of dream cartoons. Inevitably they came in for a ribbing. In a recent issue of *The Harvard Lampoon*, an undergraduate humor magazine, a budding artist, whose taste was questionable but whose mimicry of Cobean's cartoon style was deadly, stretched the original notion to a final hideous climax (page 16).

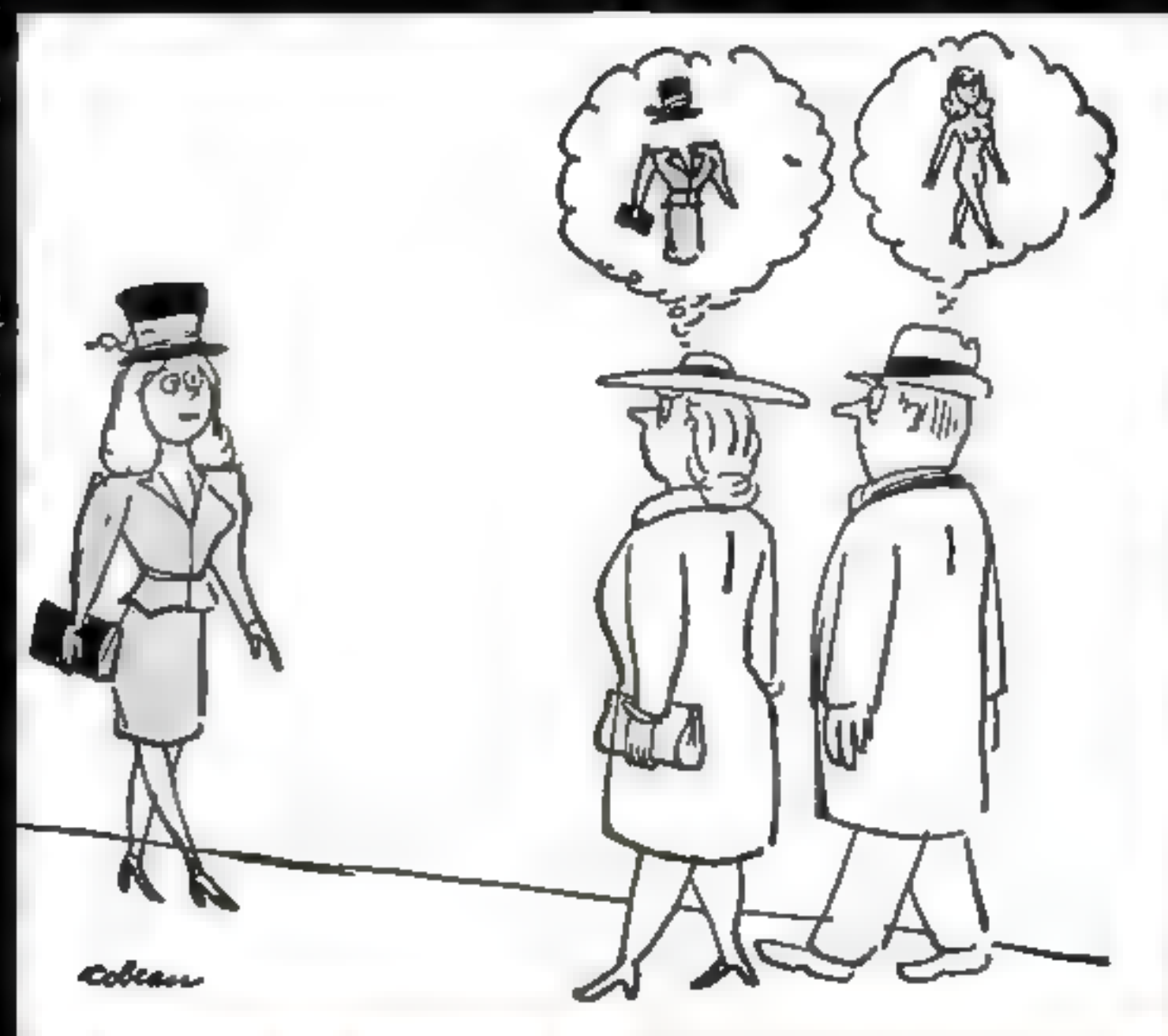




PSYCHIATRIC THEME EVEN FURTHER, RETAINING THE DREAMS AND ABANDONING UNGLAD FEMALES, BUT STOPPED SHORT WHEN THE FIELD BECAME TOO CROWDED



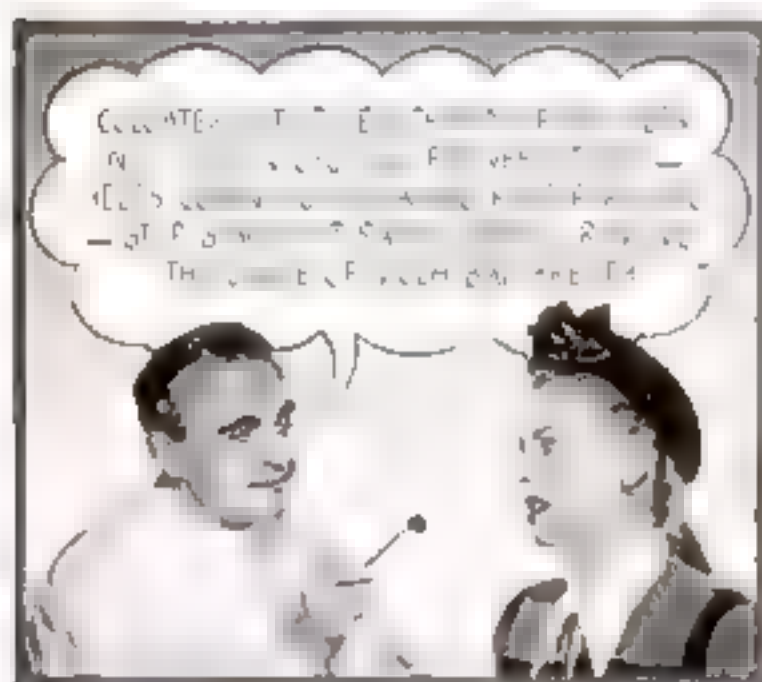
A COBEAN IMITATOR, ANATOLE KOVARSKY, IN THE JUNE 14, 1947 "NEW YORKER" COMPARED THE STAID DREAMS OF AMERICA WITH THE WILDER FANCIES OF ARABY



ANOTHER KOVARSKY DRAWING ILLUSTRATES A BARFLY'S DOUBLE VISUALIZATION - BY NOVEMBER 1946 COBEAN WAS INVENTING IMAGINATIVE SWITCHES LIKE THIS

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Talk About Your Cats-MEE-OW!



Cleans Your Breath While It Cleans Your Teeth!

Always use COLGATE DENTAL CREAM after you eat and before every date

SPEAKING OF PICTURES

CONTINUED



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ANOTHER COSEAN IMITATOR, L. STARKES, OMITTED UNCLAD GIRLS, TRACES REVERSED HORATIO ALGER STORY OF LARGENOUS CASHIER



lowbeam

THE DREAM CARTOON CYCLE GOT A JARRING SETBACK WHEN "THE HARVARD LAMPOON" PROBED SECRET THOUGHTS OF AN UNDERTAKER



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LETTERS TO THE EDITORS

DOAK WALKER

Sirs:

I should think you'd have more
compassion for young Doak Walker
than to display his features on LIFE's
cover (Sept. 27). By your action
Southern Methodist is now assured of
a mediocre season, and Walker will
probably succeed in losing his All-
America status.

I recall the splendid job of jinxing
you did on such other luminaries as
Mel Patton, Sid Luckman and the Co-
lumbia team, the University of Texas
football team, Tom Winsett, Johnny
Rucker, etc. . . .

RAY ROBINSON

New York, N.Y.

● While Mel Patton did drop the
Olympic 100-meter race the week he
appeared on LIFE's cover (Aug. 2), he
went on to win the 200 Sid Luckman
(Oct. 24, 1938) did lose the next
football game by not kicking the
necessary extra point, but he be-
came one of the great all-time ath-
letes. (All-American in the same
year and a star for the Chicago Bears
since 1939, he was voted the Na-
tional League's "most valuable play-
er" for 1943.)

The University of Texas (Nov.
17, 1941) won the Southwest Con-
ference championship the next two
years in succession. Both Winsett
(April 25, 1938) and Rucker (April
1, 1940) slipped into oblivion. How-
ever Tommy Harmon (Nov. 11,
1940), Glenn Davis and Doc Blanch-
ard (Sept. 16, 1946) and Johnny

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Give your smart new short coif-
fure just enough wave for body...
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new, improved RICHARD HUDNUT
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Save money and tedious hours at
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curl stronger for longer.
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- 6 Only home permanent kit
to include reconditioning
creme rinse.
- 7 Two lengths of rods. Standard
size for ringlet ends; extra-
long for deep crown waves.



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Cream your hands"*



I give them—because my hands are so soft. I give my face—because I CREAM them. That's why it's Pacquins for me," says

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Your own lovelier hands will tell you
why Pacquins is the favorite hand
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every chore—with Pacquins. There's no
waste, no spilling... and Pacquins
leaves no greasy after-film.

Keep that jar of Pacquins within easy
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your hands! For truly *dream* hands...
follow opera star Rise Stevens's advice:
CREAM them regularly with Pacquins.

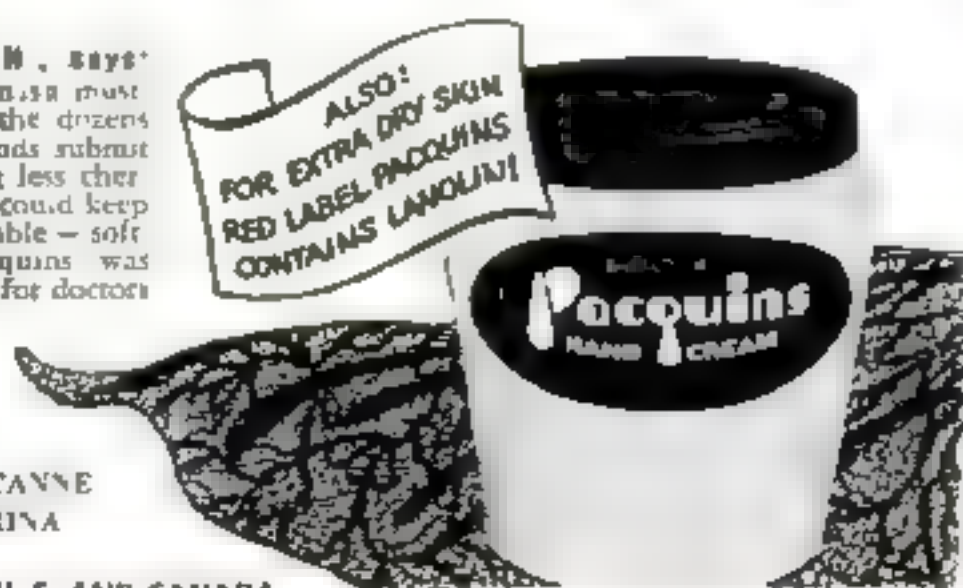


MARION PUNCH, R.N., says:
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of scrubbing my hands submit
to every day, nothing less than
Pacquins could keep them
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LETTERS TO THE EDITORS

CONTINUED

Lujack (Sept. 1, 1947) all maintained
their All-American titles despite
their appearance on LIFE's covers.
Also Ted Williams made 30 hits, 7
of them home runs, in the games fol-
lowing his appearance on LIFE's
cover (Sept. 1, 1941) and the fol-
lowing season chalked up the year's
highest batting average. Auto Racer
John Cobb (Sept. 1, 1947) celebrated
his appearance on LIFE's cover by
breaking his own world speed rec-
ord.—ED.

Sirs:

The picture of Doak Walker drink-
ing from a multi-use dipper cup illus-
trates a practice which conflicts with
our basic principles of hygiene and
should be discontinued. . . .

In view of the communicability of
streptococcal sore throat, acute colds,
trench mouth, the diarrheas and va-
rious diseases (including polio), so eas-
ily transmitted from one to another,
should not the "old oaken bucket"
with its "multi-use dipper" be dis-
carded on our university gridirons?

N. O. GUNDERSON, M.D.
Commissioner of Health

Rockford, Ill.

● S.M.U.'s athletic department says,
"We've always had one down here
and most of our boys seem pretty
healthy. Hasn't affected them in the
last 16 games anyway." The team
has not lost one of them.—ED.

Sirs:

In putting the magazine down after
reading your recent article on South-
ern Methodist football, I kept wonder-
ing just what it was that had been
missing from it. In looking at it a sec-
ond time I realized that it was the
lack of any football player doing any
studying, the lack of books, as well as
the noticeable elimination of anything
educational in regard to the univer-
sity itself.

Were the pictures taken prior to
the starting of the fall semester?

VANCE KINDT

San Francisco, Calif.

● Yea.—ED.

Sirs:

I am taking this opportunity of ex-
pressing the appreciation of Mrs.
Walker and me to the LIFE staff for
the write-up given Doak in your re-
cent issue. I only hope that he can
live up to some of the things which
have been laid out for him.

E. D. WALKER

Dallas, Texas

BRAVE NEW WORLD

Sirs:

In your caption to Charles E. Mar-
tin's drawing heading Mr. Huxley's
clever article "Brave New World"
(LIFE, Sept. 20), you inform us that
all the gadgets shown in the drawing
with the exception of "father's bath
brushes" already exist and are in fair-
ly wide use, including Junior's new
atomic chemistry set, with which he
"sets off a miniature Hiroshima up-
stairs."

Might I ask if the Atomic Energy
Commission has caught wind of this?

HENRY G. PARKER III

New Brunswick, N.J.

● Upon assurance that educational
material on atomic energy would be



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CONTINUED ON PAGE 22

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Good dancers are popular—
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There is only one basic step to learn
with "The New Arthur Murray
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Even if you never danced before you can become a popular partner in a fraction of the usual time "The New Arthur Murray Way"

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The key to all the new dances is Arthur Murray's basic discovery — the "First Step to Popularity." Once you put yourself in the hands of an Arthur Murray expert your success as a popular partner is assured! Like magic you find yourself leading or following a smart new Fox Trot, Rumba, Samba — any dance you want to learn. You can actually go out dancing after one hour *even if you've never danced before!*

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See how quickly you can learn to dance "The New Arthur Murray Way." Send for the "Murray-Go-Round" today! It contains fascinating, entertaining instructions on the Fox Trot, Waltz, Rumba, Samba and Tango. Also How to Lead, How to Follow, etc. Consult your telephone directory and MAIL THIS COUPON TO YOUR NEAREST ARTHUR MURRAY STUDIO; or send it to Arthur Murray (Studio 2), 11 East 43 St., New York 17, N. Y.

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LIFE-48

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Hood Rubber Company, Watertown, Mass.

LETTERS TO THE EDITORS

CONTINUED

enclosed with the toy, the Atomic Energy Commission granted the manufacturer of the chemical sets a license to include a sample of uranium. Says AEC Commissioner W. W. Waymack, "Far from being scared and jittery about this thing, I think it's a healthy sign. It helps get this new knowledge, which we have to live with, down out of the realm of a mysterious and awful cloud into the realm of the familiar."—ED.

Sirs:

Mr. Aldous Huxley's article was very stimulating but, as any medically trained person will tell you, the paragraph describing the increasing incidence of psychosomatic disorders contains one basic fallacy. More and more apparently physical complaints are being identified and classified by the doctors of today as neurotic in origin. The mental conflicts of yesterday are named as diseases today and regarded with anxiety by the layman. Our ancestors undoubtedly developed neuroses, but they were not recognized as such by the attending medical men. Thus increasing identification of diseases distorts any attempt at statistical comparison.

ARTHUR R. COLWELL JR., M.D.
University of Toronto
Toronto, Canada

ESCAPE TO THE COUNTRY

Sirs:

Any sentimentalist who thinks to escape responsibility by getting out of big city and big business will suffer cruel disillusion.

The folks you selected to picture (LIFE, Sept. 27) had made a conscious decision which was almost precisely the reverse of escape. They felt the urge to come to grips with their responsibilities—economic, social, political and philosophic. In rural living their food and warmth, getting along with their neighbors, running their schools and towns and facing up to acts of God become inescapable personal responsibilities rather than matters for large talk over the extra Scotch that loses you the 5.32 to Darien.

To lead a simple life, stay where milk comes from bottles not cows, and to escape high pressure, stay where you can think of government as "they" not "we" and where "race prejudice" and "the poor" are comfortably abstract terms. One vital decision a month will keep an executive on top of "large affairs" but it wouldn't get a farmer as far as the breakfast table. A farmer even has to love his neighbor, or anyway tolerate him, because tomorrow they have to get in hay together. It's tough.

BAIRD HALL

Watfield, Vt.

DURANTE'S PIANO-WRECKING

Sirs:

I hope before Jimmy Durante wrecks any more pianos (LIFE, Sept. 20) he will think how it makes the residents of the town of Guilford, Vt. feel. All summer we have been trying to figure out a way to get pianos for four one-room schools. . . . I am sure no school-boys will be allowed, or even want, to use their natural destructive urge on the pianos.

DOROTHY BULLOCK

Brattleboro, Vt.

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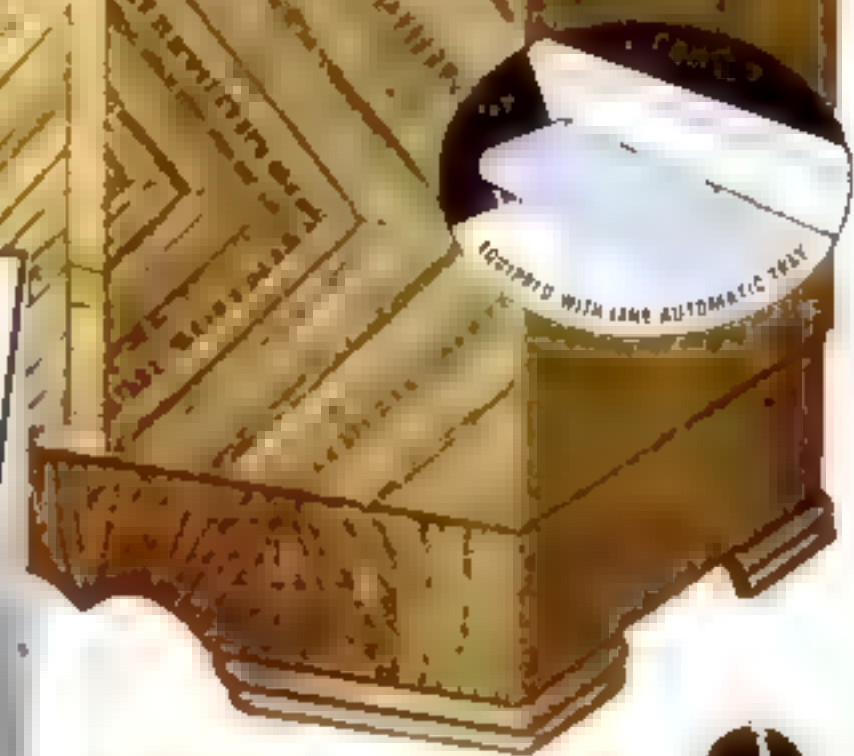
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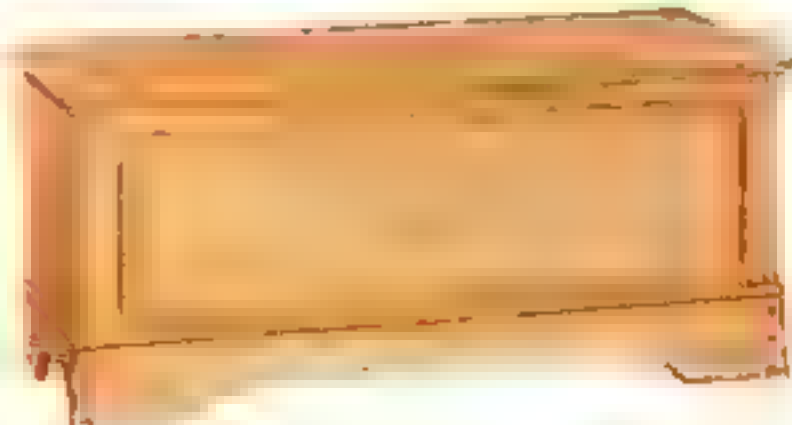
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No 2260 A Cabinet design in antique Maple
Finish and with 1 door & 2 drawers round a corner
approximately 175x

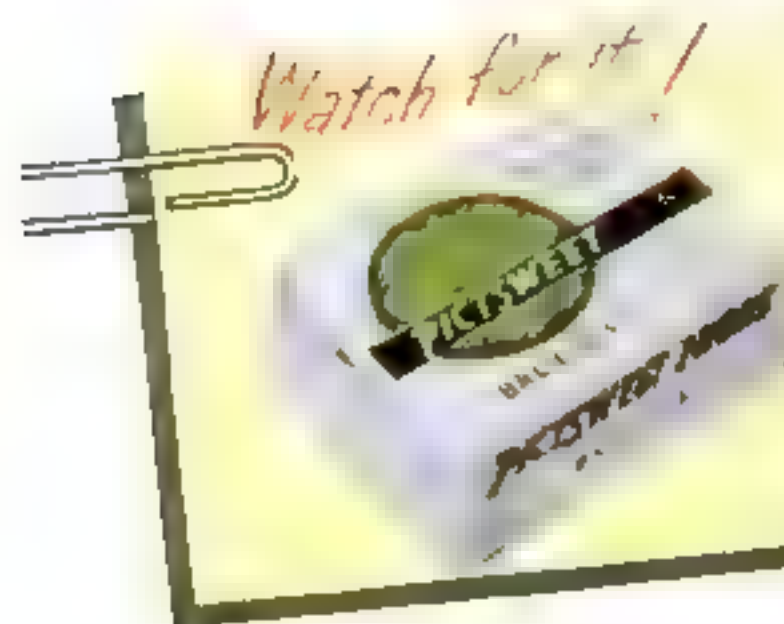


No 2221 18th Century design in Honduras Mahogany. Drawer at base with two simulated drawers above.

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 Where gentle rays from the western sun smile
 on fertile valleys . . . where peas grow best and
 corn grows sweet as honey . . . that's where
 America's Premium Peas and Corn are grown.
 And now they are brought to YOU, with pride,
 by PICTSWEEET! Serve them tonight!



**RECIPE
 WITH PICTSWEEET**

by Barbara Quinn
 PictSweet Home Economist

BUTTERED PICTSWEEET PEAS

1 can PictSweet Peas 1/4 teaspoon salt
 2 tablespoons butter Dash pepper
 Drain liquid from peas and reduce by boiling, to
 about 1/2 cup. Add peas, butter and seasonings.
 Heat, but do not overcook . . . four servings.

BUTTERED PICTSWEEET CORN

1 can PictSweet 1/4 teaspoon salt
 Whole Kernel Corn Dash pepper
 2 tablespoons butter
 Drain liquid from corn and reduce by boiling, to
 about 1/2 cup. Add corn, butter and seasonings.
 Heat, but do not overcook . . . four servings.

**SUCH A TREAT . . .
 SO BUTTER SWEET
 3 DELICIOUS STYLES**

Whole Kernel . . . Vacuum
 Pack . . . Cream Style



you reach
more places
with this
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ANGLE
TOOTHBRUSH**

Just like a dentist's mirror
to reach more places

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Here I am eating my heart out for a piano, just any kind of an old piano. Then I pick up LIFE and what do I see? An overgrown "dead-end kid" smashing to bits a beautiful piano. Oh murder!!

MRS. G. L. VAN HAVERBEKE
Bogalusa, La.

● Mr. Durante, who claims to have broken "enough pianos to fill a piano factory," points out, however, all of them are put together again afterwards, at a cost of about \$200 a piano.—ED.

SHMOO

Sirs:

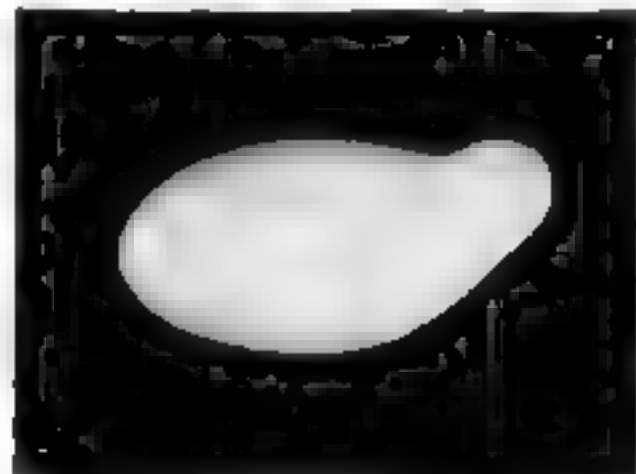
In the Sept. 20 issue of LIFE you devoted a page to the shmoo. Apparently my chickens saw your write-up and as a result have produced a shmoo egg.

WILLIAM M. BACH
Pensacola, Fla.

Sirs:

My salt and pepper shakers, designed two years ago. . .

EVA S. ZEISEL
New York, N.Y.



SHMOO EGG



SHMOO SHAKERS

● As LIFE went to press, pork and egg lobbies had engineered the extermination of all shmooos, with the exception of a single pair which Li'l Abner had managed to rescue. The future of shmooos will be determined on Sadie Hawkins Day, Nov. 13, at which time the she-shmoo will woo the he-shmoo.—ED.

ATOMIC ENERGY

Sirs:

I do not share David Lilienthal's concern about the "democratic" discussion of atomic secrets (LIFE, Sept. 27) because I regard it as very improbable that high national policy originates "democratically" in Washington at all but "privately" in the top command of the railroads, utilities, banks and insurance companies.

This top command is silent, invisible, multipartisan, financial, continuous, selective, informed and responsible while our "democratic" front in Washington is audible, visible, partisan, political, intermittent, elective, inadequately informed and personally irresponsible, in a financial sense.

Our atomic bombs were not created democratically but secretly, scientifically and industrially. Consequent-

CONTINUED ON NEXT PAGE

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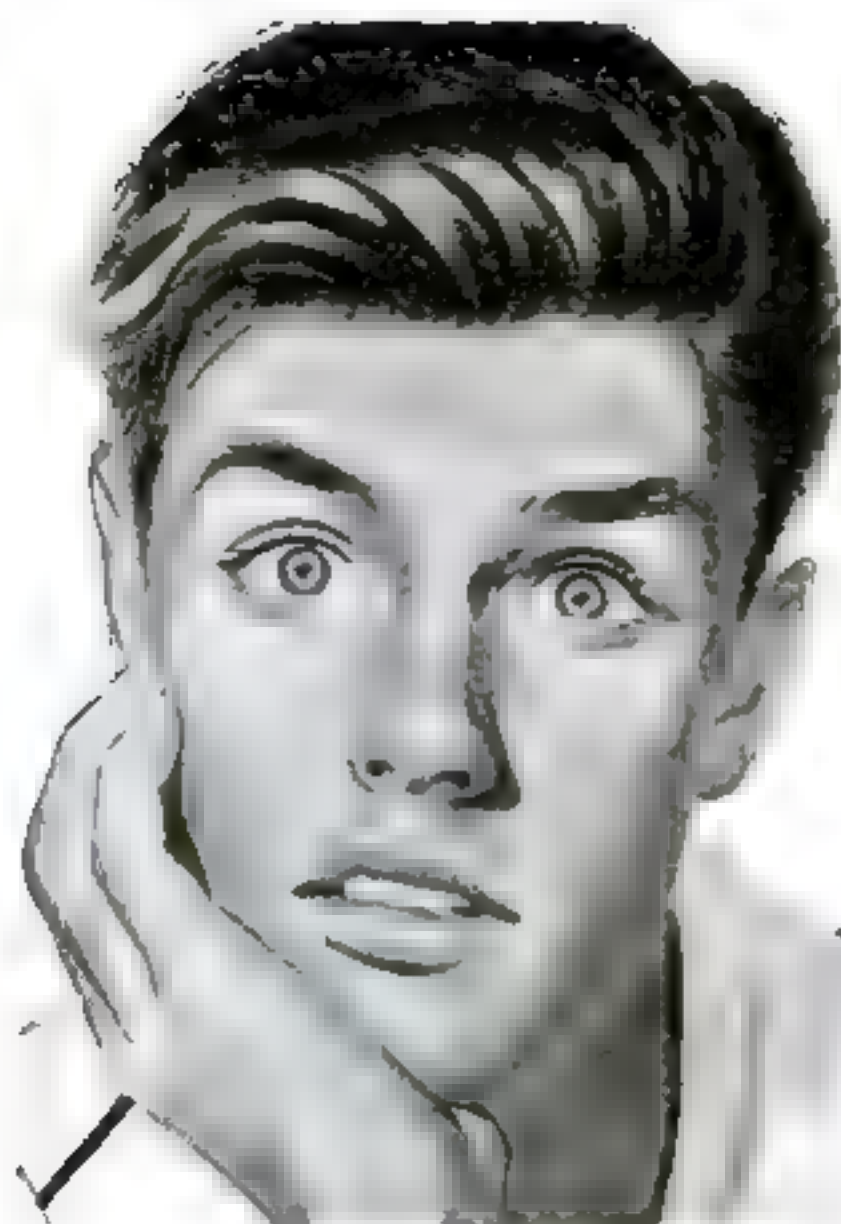


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WHY was I ever born?



ED: How can a guy get any fun out of life? I got no sleep last night, and am getting none tonight. Tomorrow's one day I can't afford to be a wreck. For tomorrow I have a date with cute little Joanie.



ED: It was Phillips' Milk of Magnesia. According to Mom, it works as a laxative, and as an antacid, too. Its antacid action, one of the fastest known to science, was so fast I was asleep in jig time.



ED: Mom and I had a little talk—and she said that lots of times when you're constipated, you have sleep-robbing acid indigestion, too. And to relieve both, you need more than a laxative.



ED: Thanks to Phillips' I slept like a hibernating bear all night... woke up this morning to wonderful constipation relief. I feel fit as a fiddle—and ready for my date. Yep—it's great to be alive!



Get the 50¢ bottle: Contains three times as much as the 25¢ size. Also in convenient, pleasant-tasting tablet form—25¢ a box, less than 1¢ a tablet.



LETTERS TO THE EDITORS

CONTINUED

ly the further application of atomic science both for war and for peace should not be a proper subject for "democratic" discussion.

The Du Pont Co. does not find it necessary to discuss democratically its chemical processes in the production of nylon as one instance in a multitude. We must assume an adult point of view, forget the fetish of "democracy" and accept willingly for the atom at least something like Plato's conception of control by the competent.

CHARLES S. COBB

Pasadena, Calif.

SOLID P. L.

Sirs:

As an ardent Peter Lawford fan, I feel it necessary to remark on a grave omission you made in your article "Solid B.O." (Life, Sept. 27). It seems you completely disregarded the bobby-soxers of the country in giving credit to Esther Williams for all of *On an Island with You's* appeal.

And you did not even mention Peter's name! Believe me, my friends and I would see any of this fascinating young man's films no matter how mediocre.

JOAN LUSTIG

Newark, N.J.

Sirs:

In your movie article the following sentence appears: "Rita romps through it as if it were a sorority initiation at Beverly Hills High School." I am a student at Beverly Hills High School. There are no sororities at the high school and there are no activities at Beverly Hills High School in which the girls "romp" as Rita Hayworth does.

DON MCDANIEL

Beverly Hills, Calif.

● In conformance with a California state law, the high school allows no sororities or clubs. As to the "romping," Principal Crossley has this to say: "Our youngsters' conduct speaks for itself."—ED.

WORLD'S BIGGEST DRUGSTORE

Sirs:

In "Life Goes to a Drugstore Opening," (Sept. 20) you said that the Rexall drugstore in Los Angeles was "only the second biggest drugstore in the world." Could you tell me where the largest drugstore in the world is?

KENNETH LEVIN

Jacksonville, Fla.

● The biggest drugstore in the world is the Owl Rexall on Beverly Boulevard in Hollywood 9½ miles from the second biggest drugstore in the world.—ED.

CLEAN COAL TOWN

Sirs:

Probably you've never been to Windber, the Pennsylvania coal town you described as "a dirty mining town" (Life, Sept. 27). . . . It's really a clean place and I know that you'll want to tell the folks there that you are sorry.

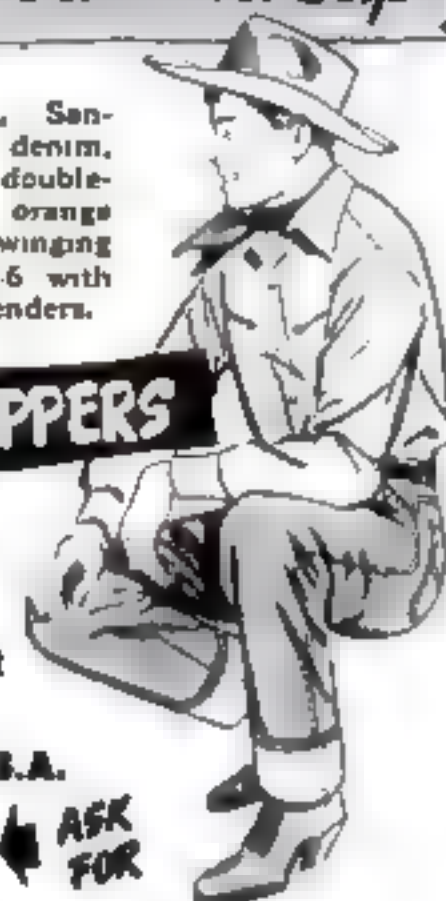
J. WILBUR WERRY

Johnstown, Pa.

● We are. Not only is Windber an exceptionally clean coal town, but it is as dust free as any ordinary city of its size in the U.S. (pop. of Windber, 10,000). The mines make a special effort to keep the town free from coal dust by mechanically collecting it at the mine head, load-

TUFFLES OUT OF THE WEST Genuine Blue Denims For Boys

Made of 8-oz., San-
forized LANE denim,
copper riveted, double-
stitched with orange
thread, inside swinging
pockets. Sizes 1-6 with
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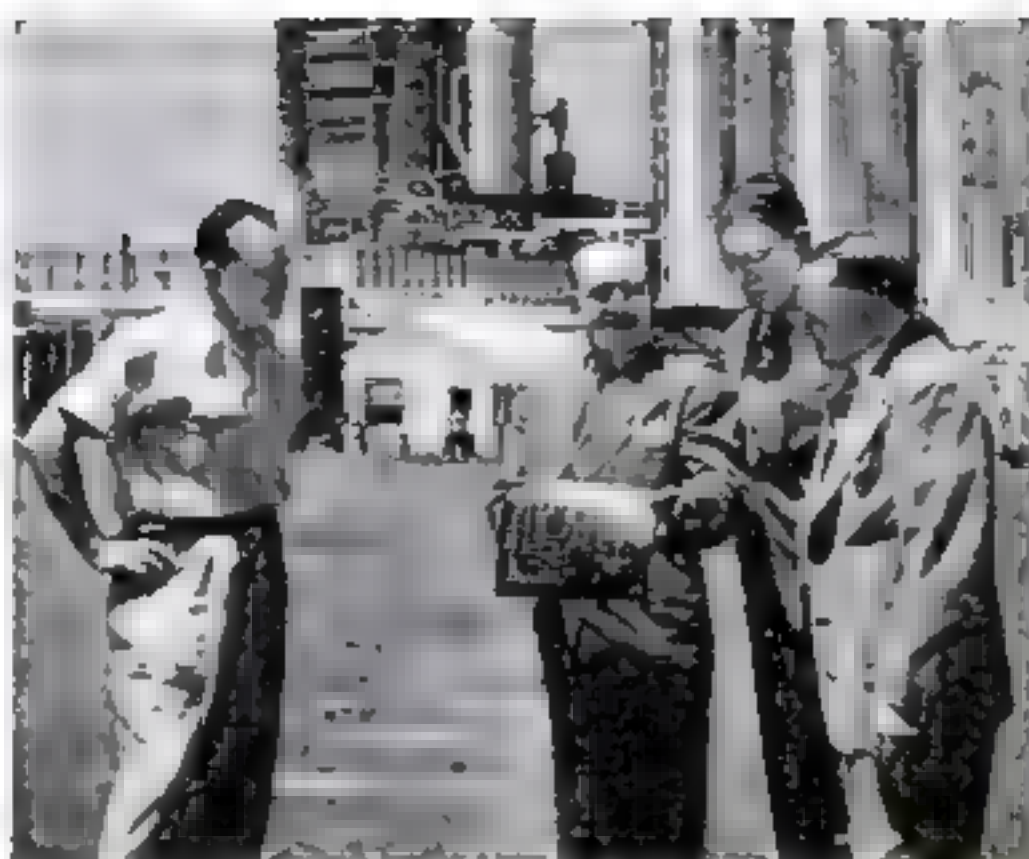
Frank Medico Cigarette Holders.. \$2 and \$1

S. M. FRANK & CO., INC., NEW YORK 22

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Civic Service of Mr. D... includes frequent radio cooperation on safety campaigns in news broadcasts, for Police Chief W. E. Hickman (right). He often speaks at churches, schools and clubs, leads in planning city's musical events.



Hearing Kept Busy—Between broadcasts Mr. D... calls on local radio advertisers. Above he talks to Leon Oil Co. executive with O. L. Radford, local Sonotone Consultant (second from right), and Max Friend, Sonotone manager for Arkansas (right).



Boys Club Sponsor—In two months 175 youngsters have joined Mr. D... 's Junior Wild Life Association. He aims to make wild life study a part of school programs. At pleasant pond above, he teaches ABC's of fishing (Any Bite Counts!).

HE HEARS... AND THOUSANDS LISTEN!

DOWN IN THE bustling oil-refining district of South Central Arkansas, everybody knows Joe D... 's radio news broadcasts, his dialect programs of "Old Uncle Mose", his "Rod and Gun Club of the Air."

The wonderful thing about Joe D... is that he hears himself speak only by means of his Sonotone hearing aid! Yet he can hear so keenly, in spite of an extreme hearing loss of 75 decibels, that his broadcasts of difficult dialect are among the best in radio!

Mr. D... 's remarkable hearing success is due to talents and energies that just wouldn't take defeat. For twenty hard years he battled against his increasing hearing loss, giving up his activities grimly, one by one, but never his ambitions. And finally, ten years ago, he came to Sonotone.

Right then and there he began to learn the difference between wearing a Sonotone and any other hearing aid.

For when Sonotone's expert local Consultant examined Mr. D... , he found he could hardly hear with the standard air-conduction receiver used by all hearing aids at that time. But he could hear quite well with Sonotone's newly-invented bone-conduction receiver (offered as an alternative to Sonotone air conduction). And soon afterward, when Sonotone's first vacuum-tube instruments raised Mr. D... 's hearing to a still higher level, his radio career began! Since that time, with ever-better Sonotones and the never-ending, dependable work of trained Sonotone Consultants to keep his hearing at its best, Mr. D... has gained success—and achieved a full, useful career in radio and public life!

The great "difference" in wearing a Sonotone is that Sonotone keeps on working to give each user his best possible hearing. Sonotone Consultants take responsibility for providing the correct Sonotone for each individual's needs—for teaching people how to use their Sonotones for best results—and for offering the continuing friendly help and guidance most hearing aid users require.

And Sonotone's great hearing aid research laboratories are constantly at work on little ways and great ways to further the cause of better hearing! For instance, physicians were told last month of the invaluable new Sonotone Professional Table Set, powered through electric outlets. For the first time it permits easy, quiet conversation with patients almost totally deaf... Think of its usefulness in consultation, clinics, hospitals, schools, courtrooms and churches!

Sonotone really serves the hard of hearing. That's why 81.6% of all new Sonotone clients are sent by satisfied users! That's why everyone who plans to buy a hearing aid should talk to those who wear Sonotones!

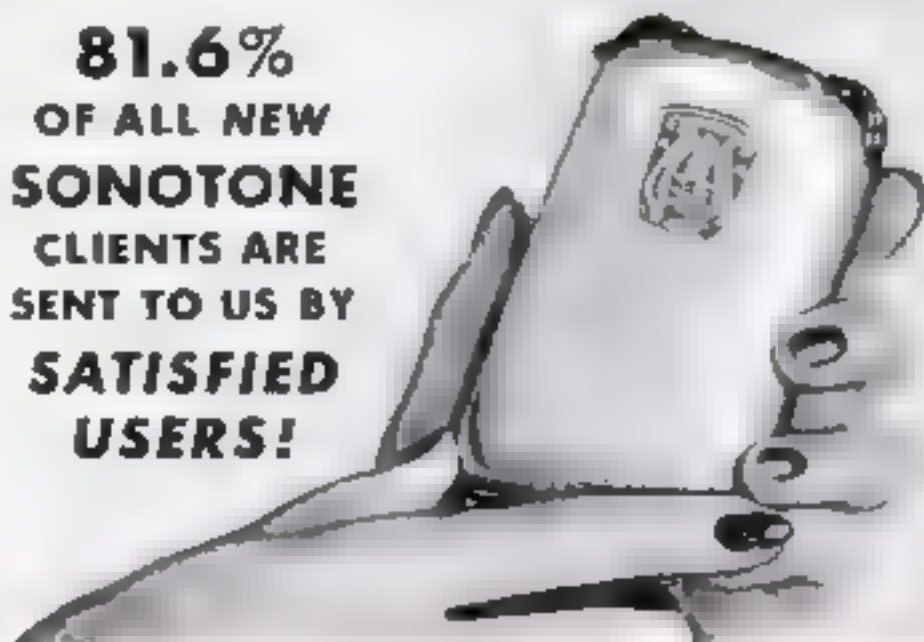
Sonotone's wonderful instruments and local, responsible Sonotone care are available across the U. S. Look in your 'phone book, or write for the nearest address. Your hearing deserves the best.

*Name omitted in accordance with medical principles.



Better Hearing "On the Air"—Joe D... , popular Arkansas news announcer and program radio artist, often tells his large audience that he owes his own hearing to Sonotone! Wearing his hearing aid, he broadcasts weekly with perfect voice control.

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☐ Send data on the new Sonotone Table Set (for professional use only).

Name

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City.....State.....

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LETTERS TO THE EDITORS

CONTINUED

ing it into coal cars and shipping it out of town mixed in with the coal.—ED.

FORBIDDEN FEATHER

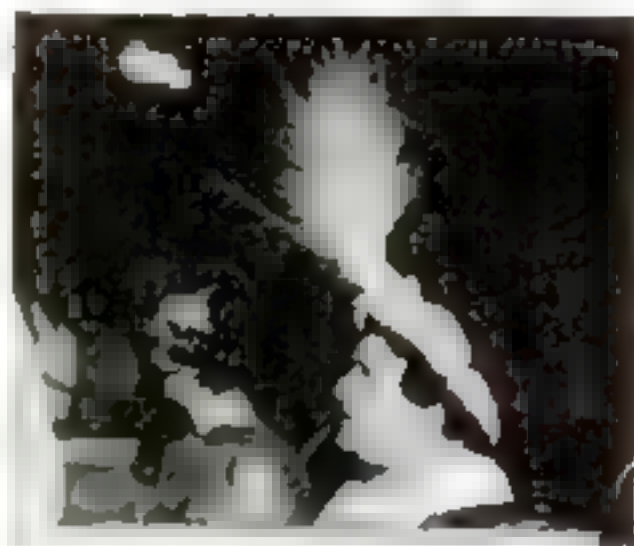
Sirs:

On a leisurely yesterday I was thrilled by an egret stalking about a Kansas prairie pool and delighted when LIFE of Sept. 27 confirmed my identification. Friends swore it was a "whooping crane," "pixilated heron," etc.

Then on page 140 of the same issue I was horrified by the abortive bonnet worn by Louella Parsons at the



REAL



NYLON

Hollywood circus. Please assure me those plumes are glycerolated horse-tails; if she is wearing egret feathers she should be proclaimed a beldam who defies our conservation laws and gives some good moulting publicity.

DELOS V. SMITH JR.
Hutchinson, Kan.

● The plumes are neither the tails of horses nor the feathers of egrets, but nylon bristles shaped to look like egret feathers and bound with rhinestoned ribbon.—ED.

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LIFE'S COVER

Barbara Wood on this week's cover is one of New York's busiest models. Her professional name is Taffy because of the color of her hair. Twenty-six, she is married to a sales executive and commutes to her job by subway from her apartment in Riverdale, on the outskirts of New York City. Except for an occasional game of tennis she has no time for hobbies, for she works every day in the week except one, when she gives her nurse a day off and stays home to look after her two daughters, aged 2½ and 6. The ivory-colored muskrat jacket she wears is by Esther Dorothy. For more fur news see pages 145-149.

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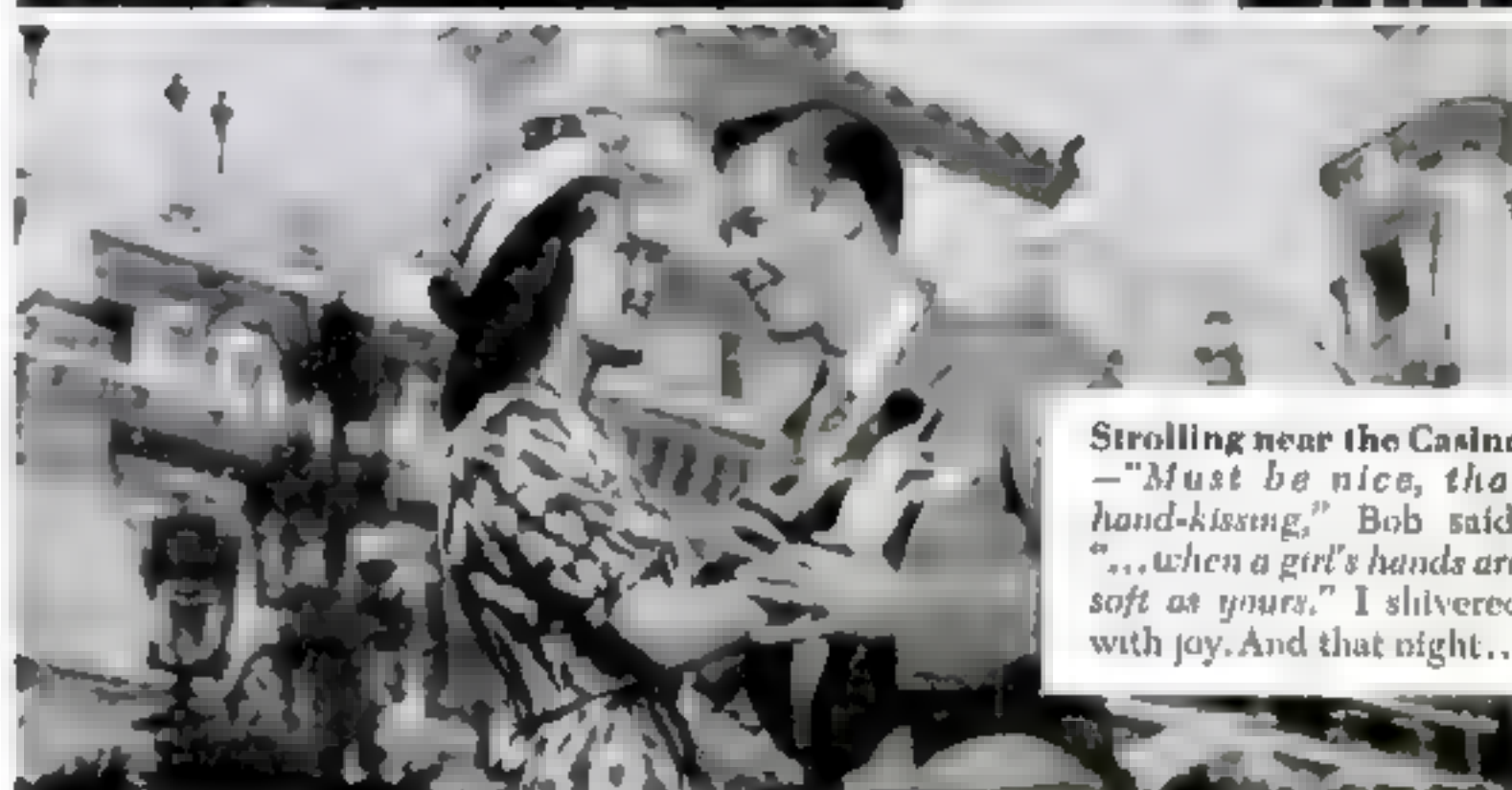
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79—HANK WALKER	
80—NIELS LAJRTITZER FROM MILWAUKEE JOURNAL—HANK WALKER	
85—RAY J. MANLEY FROM WESTERN WAYS	

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; LT., LEFT; RT., RIGHT; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; EUROPEAN, EUROPEAN PICTURE SERVICE; INT., INTERNATIONAL; THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPLICATION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.

MONTE CARLO... and the Truth about that Hand Kiss



Tennis tournament—and I won! And the judge kissed my hand. (Was I thankful my hands felt smooth—glad I use Jergens Lotion!) Bob was watching and later...



Strolling near the Casino—"Must be nice, that hand-kissing," Bob said, "...when a girl's hands are soft as yours." I shivered with joy. And that night..



On the balcony—Bob kissed both my hands. "So lovely," he said. "I want your soft hands for mine—all my life."

So my hands must be always soft. I know they can be—I'll always use Jergens.

Now your hands, too, can feel even softer and smoother with Jergens Lotion care. Today's Jergens Lotion is finer than ever, as a result of up-to-date research. Protects even longer, too.

Hollywood Stars are so wise—they use Jergens Lotion 7 to 1 over any other hand

care. And two ingredients many doctors use for skin-beautifying are both in your Jergens Lotion. Simple and lovely—no oiliness and no sticky feeling. Still 10¢ to \$1.00 (plus tax) for today's Jergens Lotion—finer than ever.

Used by More Women than Any Other Hand Care in the World



For the Softest, Adorable Hands, use Jergens Lotion

Two Ways to Weigh a Baby

WRIGGLING, fragile, precious package . . . it's quite a job the first time you put your first-born on the scales, isn't it? But it's nothing to the task that awaits you when you realize how much of your child's life lies in your hands—and you begin to weigh its future.

This second kind of weighing, you realize, will be your job for a long time. But the trouble is your own future is such an unknown quantity. There's the possibility that someday you may not be with your family to see that

they get all you plan for them. When you face that problem, as all parents must, that's the time to call on The Prudential.

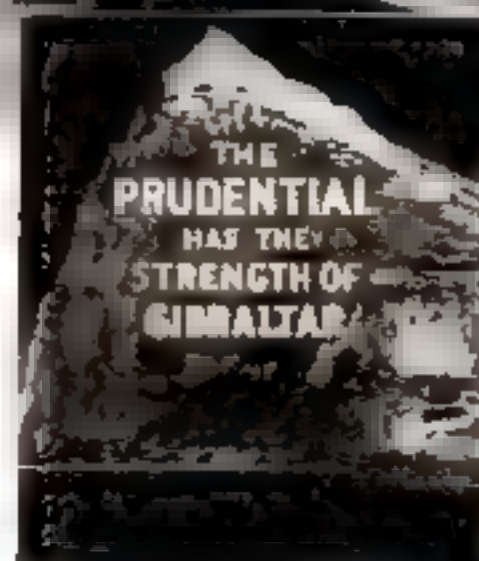
Prudential representatives can help you plan a more secure future for your family. Let one of them drop in for a friendly talk tomorrow, whether you need more insurance or just information.

★

Enjoy the *Prudential Family Hour of Stars*—Sunday afternoons, CBS. And the *Jack Berch Show*—Every morning, Mondays through Fridays, NBC.



THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT



THE PRUDENTIAL
INSURANCE COMPANY OF AMERICA

A mutual life insurance company

HOME OFFICE NEWARK, NEW JERSEY



PERFECT CAMPAIGN PICTURE

As every good candidate must, Oklahoma's Ross Ritzley, running for the U.S. Senate, proves he loves horses,

Indians and babies. And World War I statue in the background is not calculated to alienate the veterans' vote.

CAMPAIGN CLIMAX

WITH DEWEY FAR IN LEAD THE CRUCIAL FIGHT IS FOR CONTROL OF SENATE AND STATE OFFICES

Up and down the land the hundreds of candidates for public office hustled hopefully from county fair to fish fry, from rodeo to church sociable. Their handshakes were firm and their smiles irresistible, and they deemed it a rare pleasure to admire such local phenomena as public parks, statues, the legs of drum majorettes and the flanks of prize steers. They proved they were good sports by downing cool hot dogs and warm soda pop, and never showed the slightest annoyance during the

longest meeting or the dustiest bus ride. If a wailing baby interrupted their speechmaking, they merely chuckled like indulgent uncles.

The 1948 campaign was moving into its last hectic days. The U.S. people had already decided the presidential issue; the polls showed that the nation overwhelmingly wanted a new Republican administration instead of the Truman variations on the old New Deal theme. But some states were having such hot senatorial races (pp. 34-37)

that there was still the amazing possibility that the Democrats might capture the Senate while they were losing the White House. There were important governorships at stake (pp. 38, 39) to serve as bases of operation for 1952. And anyway the public would never forgive a candidate who failed to fight it out to the last ditch—and to provide the show, the pomp and the occasional little falls from dignity that are as much a part of the U.S. political tradition as the secret ballot.



BEFORE A CROWD OF EARNEST YOUNG STUDENTS IN THE GYMNASIUM OF ST. CLOUD TEACHERS' COLLEGE, MINNESOTA'S SOBER-MINDED SENATOR JOE BALL EXPLAINS



CAMPAIGN POSTER advertises arrival of Ball's opponent Hubert Humphrey, who is as ubiquitous as Kefauver.



SKEPTICAL MINNESOTAN of type which has made state famed for independent politics listens to Humphrey.



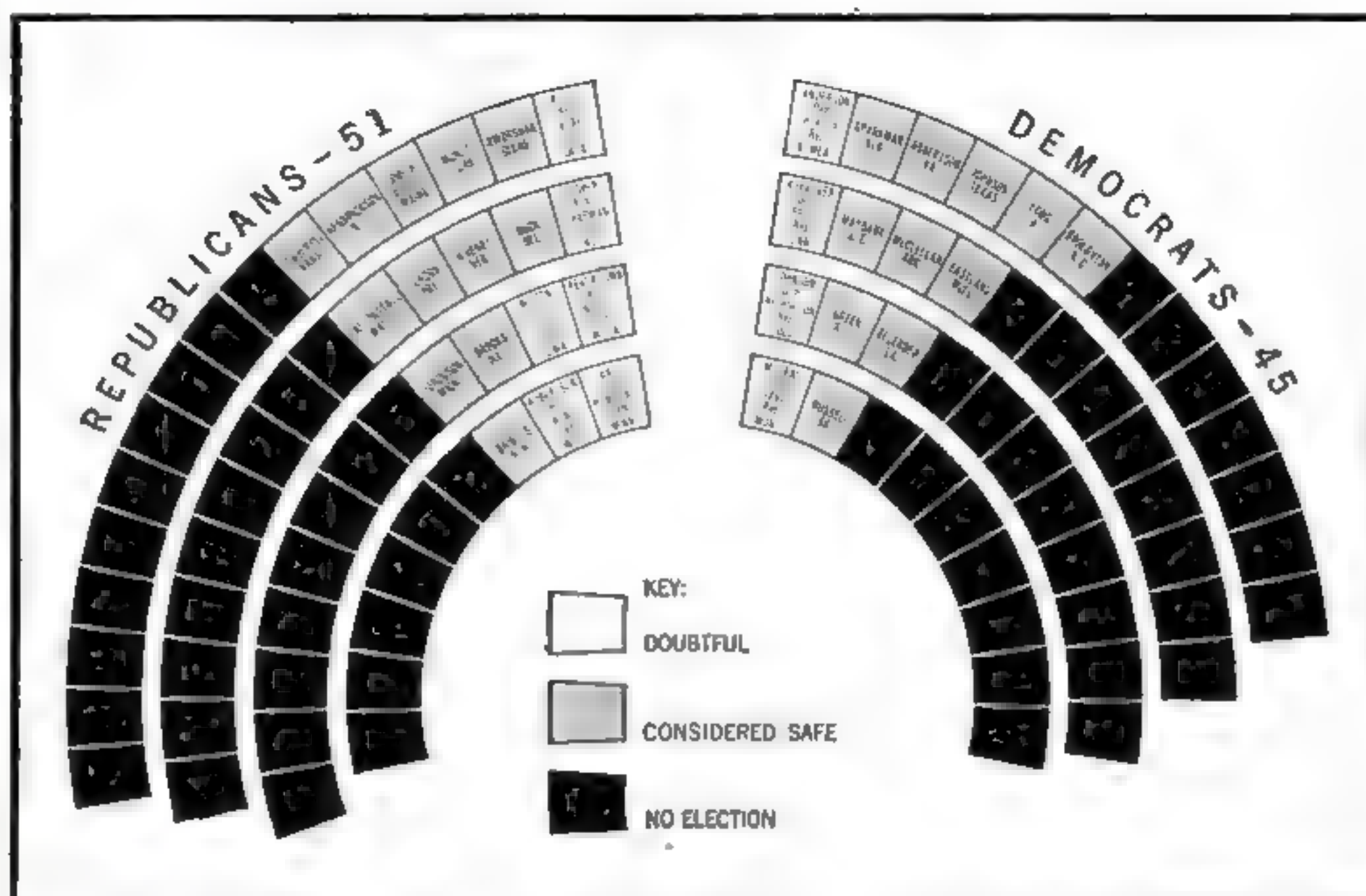
IN SOUND TRUCK Humphrey stands before a church and -peak- to a little group of citizens on sidewalk of a



HIS CONTROVERSIAL VOTES ON LABOR AND EUROPE



grocery store in Thief River Falls. He loves campaigning and gives small audiences as good a show as big ones.



SENATE SEATS up for contest in this election total 33, of which 18 are now held by Republicans (left side) and 15

by Democrats. Light gray indicates seats where local experts believe incumbent party may have trouble winning.

SENATE RACE WORRIES G.O.P.

Its candidates, facing some strong rivals, hope for a Dewey landslide

For the last two years the U.S. has had a Democratic President and a Republican Congress, producing a kind of political schizophrenia which was not conducive to efficient government. Now, due largely to the fact that the nation elects only a third of its senators every two years, there is a chance that the split in Washington might be reversed with a Republican President and a Democratic Senate. Out of the 15 Democratic Senate seats which are at stake this year, 10 are in the southern belt and one in the Democrats' northern stronghold of Rhode Island, leaving only four in which the Democrats seem to be at all vulnerable. But of the 18 Republican seats at stake, six are doubtful—three because they are in the normally Democratic states of Oklahoma, Kentucky and West Virginia, three because they are being contested by Democrats of great local popularity. If the Democrats can win all their own doubt-

ful contests and knock off four of the doubtful Republicans, they will take over.

One Republican in trouble is Minnesota's Joe Ball (left). Joe Ball, a bashful campaigner and a stubbornly honest man who speaks his mind even if he knows it means trouble, could probably beat any ordinary opponent despite his lack of political glibness. But against him the Democrats have pitted a young fireball, 37-year-old Mayor Hubert Humphrey Jr. of Minneapolis. Humphrey, who would rather politick than eat, has a comfortable lead over Ball in the Minneapolis *Tribune's* statewide poll.

In races like this the Republicans have to rely on the overwhelming weight of a Dewey landslide and the reluctance of many voters to split a ticket. If Dewey wins as convincingly as signs now indicate, he may carry in the doubtful G.O.P. senators and even make inroads in some of the Democratic states.



THROAT TROUBLE, a hazard of energetic campaigners, sends Humphrey to a physician in Thief River Falls.



AT G.O.P. DINNER in Little Falls, Ball is introduced by Congressman Harold Knutson, also up for re-election.



NEW MEXICO Senate race is between former Secretary of Agriculture Clint Andersen, shown above seeking the vote of a workman at the Kennecott copper mine, and Major General Pat Hurley, Secretary of War under

Hoover, the white-haired spectator at a village dance in photograph below. Republican Hurley is the more colorful but Democrat Andersen, a down-to-earth campaigner who knows many voters by first name, is a slight favorite.



Campaign CONTINUED



COLORADO Senate race features debates between Republican Will Nicholson (left), a broker who is a newcomer to politics, and Democrat Edwin Johnson, who seeks reelection. Johnson is favored on basis of past performance.



IOWA REPUBLICAN is incumbent Senator George A. Wilson. He is a veteran in Iowa politics but has been handicapped in this campaign by an operation which removed his lower teeth. Straw ballots show he is dropping behind.



KENTUCKY DEMOCRAT Virgil Chapman (center) attends mule sale. Chapman, now a congressman, has antagonized Kentucky labor and is considered the underdog. But Barkley's presence on national ticket will help.



ILLINOIS race is featured by this stunt which Democrat Paul Douglas likes to use at meetings. Variant chair symbolizes refusal of his opponent, Senator C. Wayland ('Curly') Brooks, the heavy favorite, to debate with him.



IOWA DEMOCRAT is ex-Senator Guy Gillette, whom even Republicans like President Roosevelt once tried unsuccessfully to purge him, and when he was finally beaten in 1944 he led the state ticket by about 57,000 votes.



KENTUCKY REPUBLICAN Senator John S. Cooper (left) shakes hands with a constituent. Cooper was elected when "Happy" Chandler resigned to become baseball commissioner, has compiled an excellent voting record.



WYOMING'S dignified Senator Robertson, who is running for re-election, unbends a little by indulging in square dance at the Laramie Country Club (above). Below: Governor Lester Hunt, his Democratic opponent, is much less

bashful about advertising his many virtues as he sits in his campaign automobile chatting with a voter. Hunt, who has been seeing a lot of his constituents while Robertson was busy in Washington, is believed to have the edge.





ILLINOIS' DWIGHT GREEN, G.O.P. incumbent running for re-election, tosses a football back and forth with a youngster during a Chicago parade. Although charges

of corruption in office have cost him votes, Green is reasonably sure of winning by 150,000 anyway. "Remember," he says, "there isn't any F.D.R. to fight this time."



ILLINOIS' ADLAI STEVENSON, seated beside driver in torchlight parade, opposes Dwight Green on a Democratic "clean government" platform. Stevenson's father was Illinois' secretary of state in 1914-17; his grandfather, Vice President under Cleveland.

Campaign CONTINUED



OHIO'S THOMAS HERBERT, G.O.P. incumbent who is running against Democratic Former Governor Frank Lausche, flashes a toothy grin at a voter's sober youngster.

THE GOVERNORS

Candidates in 33 states seek job that often leads to White House

In 33 states gubernatorial candidates were also running, somewhat obscured in the dust kicked up by the presidential campaign and the battle for the Senate. But such contests frequently have national consequences—12 U.S. presidents have jumped into the White House from the springboard of a governorship. In most states the outcome was no longer in doubt. In at least seven—Missouri, Washington, New Mexico, Utah, Delaware, Montana and Ohio—the finishes promise to be close. Last week the Republicans were confident they would score enough victories to upset the present balance—24 governorships apiece—and emerge with a majority of 26.



WASHINGTON'S ARTHUR LANGLIE, Republican ex-governor who opposes the Democrats' Mon C. Wallgren, angles for rural vote at a fair. Langlie, onetime mayor of Seattle, is expected to beat Wallgren, old friend of President Truman, by narrow margin.



MASSACHUSETTS' ROBERT BRADFORD (*right*), wearing the shiny top hat and c-staway which are rapidly disappearing from the American political scene, stands outside the State House in Boston with State Treasurer Laurence Curtis during a Catholic

youth parade. Gubernatorial Candidate Bradford is now credited with a slight lead over Democrat Paul Dever, largely due to a swing toward Dewey in Massachusetts which may carry the state for Republicans for the first time since Calvin Coolidge did it in 1924.



HENRY WALLACE PROUDLY DISPLAYS GIANT SQUASH FROM A CALIFORNIA ADMIRER. IT WAS INSCRIBED WHEN SMALL, AND LETTERS AND SQUASH GREW BIG TOGETHER

THE THIRD PARTIES

All they can get is the exercise

It takes a brave man to go through the rigors of a presidential campaign—but the U.S. never lacks for hardy souls who are willing to try. This year the U.S. has three prominent "third party" candidates. The Progressives' Henry Wallace has been campaigning harder and farther than either Dewey or Truman—even though his party has got so

bogged down that it withdrew 15 of its candidates in various states last week. The Dixiecrats' J. Strom Thurmond has stayed in the South but professes to hope for a miracle which will see an electoral college deadlock and his own selection by Congress. Only the Socialists' Norman Thomas, who just runs from force of habit, talks realistically about his chances.



DIXIECRAT Strom Thurmond, who may get upwards of 50 electoral votes in Southern states, carries his crusade close to the Mason Dixon Line by addressing a tobacco festival

at La Plata, Md. At right is a curtain of tobacco leaves. At left is throne of festivity "Queen Nectana XIV"—whom Thurmond, who neither smokes nor chews, crowned



SOCIALIST Norman Thomas, who has been running for president every four years since 1928, sets up his speaker's stand in a factory street of Bridgeport, Conn. Thomas,

whose best showing was 881,781 votes in 1932, conceded in August that Dewey would win, has since confined campaign to inexpensive rallies and letters to the *New York Times*.



PRESIDENT MEETS MARSHALL ON RETURN FROM PARIS AS IF NOTHING HAD HAPPENED

TRUMAN'S LAST STAND

His scheme for mission to Moscow backfires but he still carries on

President Truman was still carrying on bravely last week. Boss Frank Hague gave him a rousing reception in New Jersey (right). He even invaded Albany to speak in the rain almost under the shadow of Dewey's statehouse. But at week's end it became apparent that even Truman knew he was beaten.

It developed that Truman and his adviser Clark Clifford had conceived a bold and desperate plan. In an effort to prove that Truman was striking right at the heart of the Berlin crisis, he would send Chief Justice Vinson to Moscow, to sit down with Stalin. And he would announce this startling and unexpected news in a surprise coast-to-coast radio broadcast.

When word of this scheme reached the State Department, Truman's own appointees nearly exploded into small pieces. Direct negotiations would bypass and discredit the U.N. Furthermore they would be a breach of faith with Britain and France. They would undermine the whole diplomatic machinery—and would not accomplish a thing. Truman was promptly given his choice—if he insisted on his mission to Moscow, both Secretary Marshall and Undersecretary Robert Lovett would resign.

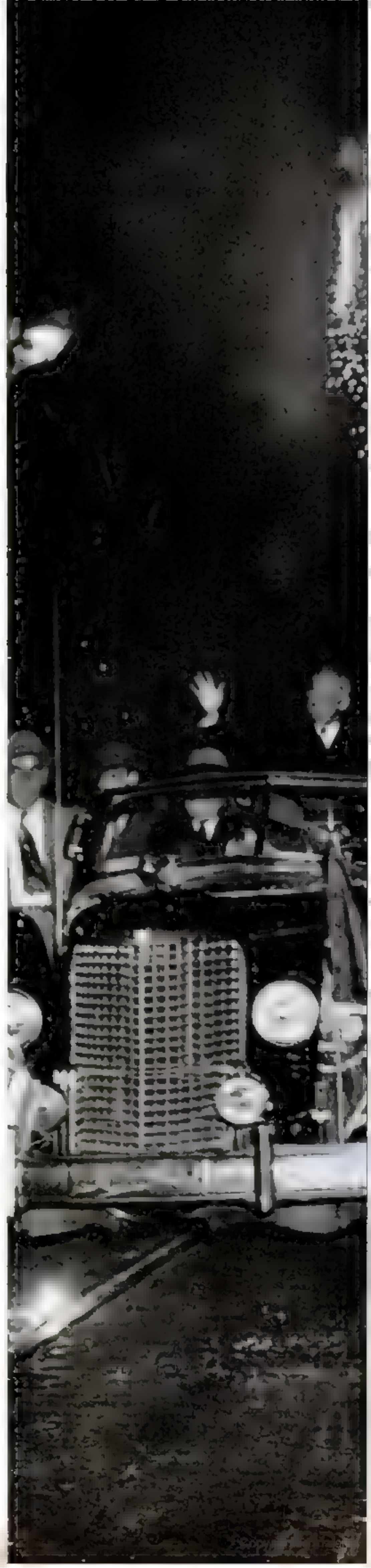
Reluctantly, the President abandoned his plan. To colleagues who wondered why he ever conceived it, he snapped, "I've got to do something dramatic."



ALBANY DRIZZLE catches Truman on rear platform of campaign train. He called it "Democratic weather."



NEW YORK SHOWER forces Dewey to take cover under trench coat at ground-breaking for a housing project.





LIVE
SHOW

AS HUMAN PARADES IN THE OLD PARTY STRONGHOLD OF NEW JERSEY
THE DEMOCRATIC BOSSES SET OFF A NOSTALGIC FIREWORKS DISPLAY

THE ELECTION

DEWEY PROMISES THE MOST EFFECTIVE USE OF OUR GOODWILL AND POWER

With the election only two weeks away Thomas E. Dewey looks like a shoo-in for the presidency. Since *LIFE* views the prospect with general satisfaction, the temptation is strong to let the inevitable happen without editorial prodding. Come silence or come shouts, the arithmetic of the ballot box will probably remain the same.

But arithmetic, while it is what counts in the ballot box, is not the soul of democracy. Each vote that goes into the hopper is tagged with an individual's responsibility for the future, and the person who votes negligently, casually or carelessly in a time of continually threatening crisis is not living up to his duties as a citizen. The individual need not, of course, explain his vote in public, but he should be able to explain it to himself. The only difference between the individual and a politically responsible publication is that the latter ought to set down the reasons for its choice so that any and all may see.

In 1944 *LIFE* was for Dewey for reasons that were not acceptable to a majority of the voters. It seemed to us then that the Democratic party was in a disintegrating phase. The juice of idealism had gone out of the New Deal, and the war, while it was progressing well from a military point of view, had lost political—and therefore moral—direction. With the Democrats quarreling about almost everything except the "indispensability" of their commander in chief, it seemed hardly likely that they could carry through to a sound peace abroad and to domestic tranquillity at home. Bad as the Republicans had been on foreign policy previous to their Mackinac Island Conference vote in favor of "participation" in world affairs, the party of Thomas E. Dewey seemed a safer bet.

An Aggressive Candidate

Our 1944 choice was not dictated solely by negatives, for we observed then that Dewey was "young, aggressive, equipped with and surrounded by brains." The description still holds; with Dewey, a progressive Republicanism seems triumphant over the old hacks. And the Democratic party is still falling apart. "Progressive" Henry Wallace and Dixiecrat J. Strom Thurmond are dramatic symbols of this fact.

The reasons for preferring Dewey to a Democrat in 1948 grow naturally out of the issues of 1944, but they have been strengthened by the passage of time. In 1944 it was plausible to accuse the Republican party of "isolationism." Plausibility, however, had nothing to do with strict and absolute accuracy, for Dewey had broken with isolationism as early as 1942. In that year the New York State Republican party's foreign-policy plank, written by himself, had said, "The United States must be prepared to undertake new obligations and responsibilities in the community of nations." A year later, at Mackinac Island, Dewey endorsed a postwar alliance with Britain. This was a significant enough break with the Republicanism of the '20s and '30s but Governor Earl Warren of California capped it by saying he would expand the Dewey proposal to include "all nations who want to join in preserving peace."

Democrats might retort in 1948 that Dewey and Warren are a couple of Johnny-come-lates to the traditional Democratic position on foreign policy. But the retort would overlook

certain important facts. The Democratic foreign policy has elements of soundness, but taken as a whole it is a tissue of bewildering inconsistencies. It looks toward checking Soviet aggression in Europe but does little or nothing about halting Soviet expansion in Asia. It has had no clear attitude toward the German problem, and its Marshall Plan, though noble in intent, has not been used with all possible effectiveness to underwrite certain West European urges toward healthy political federation. In dealing with Communism abroad Truman has belatedly tumbled to the fact that appeasement of a dictatorial Kremlin doesn't work. But on the subject of Communist influences in Washington, which are part of the Kremlin's "great design," Truman has blown alternately too hot and too cold. His "loyalty" check on government employes has not permitted the accused citizen to confront his accusers. But when Congress has tried to do a "labeling" job on Communists within the purview of the Bill of Rights, Truman has yelled "Red herring."

A Firm Foreign Policy

With Senator Vandenberg, Dewey shares the credit for the bipartisan approach to the main issue of our foreign policy. But in his Salt Lake City and Cheyenne speeches Dewey has indicated a much firmer grasp on the constituent elements of policy than anything shown by Truman. Dewey would harness the great German industrial plant of the Ruhr to the service of West European economic recovery. He would promote a strong West European federation of states. And in China he would throw our influence, our money and our military and economic advice into the scales against increasing Russian infiltration and spoliation. Unlike Truman, who apparently thinks the world is disjointed, Dewey believes the world is both contiguous and round. This enables him to see the reciprocal relationships between Soviet conniving in Europe, in Malaya, in China, and in U.S. governmental, educational and trade-union circles.

In the matter of domestic policy Dewey has promised much without falling into the trap of promising too much. Since our inflation has deep-seated causes that date from the financing of the war and the 1933-1939 efforts to spend our way out of depression, Dewey has taken the sensible line that no cancellation of the long-term drift to high prices can be achieved in a fortnight. But he has promised us a new efficiency in government and a determined effort to hack at the roots of inflation. The poulticing of inflation by OPA methods, which would promote a lawlessness demanding "police state" reprisals, he has apparently rejected out of hand.

Dewey's ability to solicit and take advice is well known in New York State. The Dewey efficiency seems cold to those who are used to government by cajolery and back-slapping, but as long as the efficiency stays within the limits imposed by democratic processes of give-and-take it will be a welcome relief to the factionalism and favoritism of present-day Washington.

Moreover the Dewey efficiency promises much in terms of the "unity" he preaches for America. If we are to have unity in place of the class bickering which Truman has encouraged it

must grow out of a deep awareness of the diverse problems of our many regions and our many groups. That Dewey has such an awareness is apparent. His speeches on sustained-yield forestry and soil conservation are splendidly informed; they indicate that Dewey has gone beyond the problems of the farm he operates in Pawling, N.Y. to a study of the U.S. land and resources as a whole. The cynics who have predicted that Dewey will turn over the public ranges of the West to the overgrazing herds of certain selfish groups should be in for a rude jolt. And if Dewey seems to lack creative imagination when he fails to go beyond the dubious policy of continued reliance on price supports to save the day for U.S. agriculture, it may be said for him that no one has yet been able to solve the farm problem off the cuff.

Unity is, of course, as unity does, and New York State is a good place to look for the evidence of Dewey's sincerity on this score. Since Dewey has done nothing in Albany to undermine the social reforms initiated by Al Smith, it is extremely doubtful that he would begin—or end—his career in Washington by destroying the TVA dams or abolishing the SEC or the antitrust division of the Department of Justice. In New York Dewey has pioneered in the attempt to put state authority behind the effort to eradicate racial bars to employment. He has been solicitous of the rights of labor and he has held the balance between all segments of New York State's multifaceted economy. Dewey has not sold the Schenectady electrical worker, the Cattaraugus farmer or the Utica small businessman to the "gluttons of privilege" in New York City's Wall Street; on the other hand he has not made the mistake of confusing gluttony with productive operation.

Dewey Deserves the Vote

In announcing its support of Dewey, *LIFE* accepts responsibility for its opinion during the next four years. It does not expect 100% fulfillment of platform or campaign pledges, for the right of opposition in Congress makes any such fulfillment quite improbable. But as a politically independent magazine *LIFE* intends to remind Dewey of his promises if events so demand. Dewey's faith in America, his faith in his fellow citizens' potential for promoting justice both at home and abroad, is such that he deserves the independent vote next month. He is too levelheaded a man to ask the independent to deliver up his vote out of a blind loyalty either to individual or to party.

PICTURE OF THE WEEK: ➔

The unrehearsed anguish shown here came out of a football game at Worcester, Mass. on Sept. 25. When a Holy Cross punt sailed over the heads of opposing Georgetown players, Holy Cross linemen Tom Kelleher (No. 68) and Bill Stetter (No. 17) dutifully followed it down the field. They refrained from grounding the ball, certain it would roll dead on the one-yard line and put Georgetown in a hole. They guessed wrong. The ball teetered, made one last lurch over the goal line into the end zone, permitting Georgetown to bring it out to the 20-yard line. As it turned out Kelleher and Stetter took the whole thing too seriously; Holy Cross won anyway.



MINOR TRAGEDY ON THE FOOTBALL FIELD
TWO HOLY CROSS LINEMEN FAIL TO GROUND
A PUNT BEFORE IT ROLLS INTO END ZONE



THROUGH BRUSH AND SECOND-GROWTH TREES AN AUTUMN FOREST FIRE RACES UNEVENLY ACROSS THE COUNTRYSIDE TOWARD THE LITTLE TOWN OF ZIM, MINN.

ZIM, MINN. IN PERIL

Fire encircles town but is put out

It was forest-fire time in the U.S. again. Summer and early fall dry spells had turned the woods kindling-dry and, one after another, parks, hunting preserves and trails had to be closed. Despite all precautions fires broke out here and there. In northern Minnesota a brush fire got out of control and the smoking, sweeping fire shown above raced

through the parched countryside to threaten the tiny community of Zim. Only a frantic battle by fire departments and volunteers saved the town. Foresters uneasily recalled October of 1947, when fires blazed up all over the nation. But at week's end their first good break came. New England, the worst spot last fall, was soaked by a heavy rainfall.

IT'S HERE!
NEW PACK TIME
STOCK UP NOW-



from the heart of sun-ripened tomatoes
... comes America's Favorite Soup




Tomato Soup—
Mmm-Good - and how!
The New Pick's in,
So stock up now!

In from the fields they come—
basket on heaping basket of the
world's finest and most luscious
tomatoes. Each has been careful-
ly grown from special seed, vine-
ripened, picked and rushed to
Campbell's Kitchens. Here, ac-
cording to a matchless recipe,
they are made into a smooth

purée—enriched with creamery
butter and lightly seasoned . . .
There you have it—Campbell's
Tomato Soup—the soup most
folks like best! Sometimes add
milk, instead of water, for an
extra-delicious cream of tomato.
Your grocer has the new pack.
So stock up now!

Campbell's TOMATO SOUP



Newest kind of new Make-up!
...it's Foundation
and Powder—all in one—

New—A really different make-up! Not a cake make-up. Not a greasy foundation. Angel Face is actually foundation and powder all in one! This new Pond's make-up is all you need to give your skin a sweet-tinted velvety finish that *lasts*!

New—Easier to apply! Pond's Angel Face smooths on with a puff! No damp sponge. No greasy fingertips. No loose, sifted powder. Angel Face is the quickest, *neatest* make-up imaginable!

Choose from 12 face complexion shades that don't turn lighter or darker on your skin. Complete with a handy damp puff, Pond's Angel Face is 29¢, plus tax.

Angel Face

by POND'S

- New**—Stays on much longer than powder! Angel Face contains a "cling" ingredient that makes it go on to stay. Long hours after you've smoothed it on, your Angel Face looks beautifully soft and fresh.
- New**—Angel Face is never drying and tight on your skin—yet it's *not greasy*. Won't turn into a gooey paste on your skin—ever! It gives a soft, natural finish as inviting to touch as a baby's cheek!
- New**—Can't spill! Keep an Angel Face in your handbag always. It won't sift loose powder in your bag. Won't "snow" over your dark dresses and coats. Use Angel Face anytime and anywhere! No powder-room privacy required. This new-type make-up goes on so evenly that you can actually smooth it on in the *dark*—and look perfect when the theater lights come up!

Society Beauties say:

"Really I can't say enough nice things about Pond's new Angel Face! Such a *perfect* make-up—and you can smooth it on in a moment, *anywhere*. I always have Angel Face in my handbag!"
—MRS. ROBERT BACON WHITNEY

"Angel Face is the most flattering make-up—and so easy to use! No watery sponge, no greasy fingertips—no spilling over handbag or clothes. I carry my Angel Face with me everywhere!"
—RAFAELLE, DUCHESS OF LEINSTER



The Angel Face look—sweet, smart, completely natural! Never masky... never shiny!



"I have the world's swellest corn patch
-in my refrigerator!"



The lady's not kidding! . . . The milk-iest . . .

the sweetest . . .
the tenderest . . .

the *eatingest* corn that ever tossed a golden tassel comes in those Birds Eye *quick-frozen* Golden Sweet Corn packages.

Any day of any month in the year, it tastes as dewy-fresh as the summer day the Birds Eye folks snatched it from the stalks and *sealed in* its country goodness and farm-fresh flavor.

If you haven't tried it, you really *have* something to live for!

Birds Eye Corn is grown from seeds selected for special sweetness and flavor. Picked when the tender kernels are welling with milkiness. Shucked, cleaned, cut from the ears—to make life easier for you.

Start a Birds Eye Corn patch (and a fruit orchard, and a cache of super Birds Eye poultry and seafoods) in your refrigerator today. Tonight try *Birds Eye Corn Broil*. A honey of a *super* supper—work-saving, time-saving, money-saving.

Product of
General Foods

Recipe for Birds Eye Corn Broil

1 box Birds Eye Golden Sweet Corn	Dash of dry mustard
1 tablespoon butter	1/4 teaspoon Worcestershire sauce
2 teaspoons flour	1/2 cup milk
1/4 teaspoon salt	1/2 cup grated sharp cheese
1/4 teaspoon paprika	4 slices cooked ham
Dash of pepper	2 tomatoes, cut in wedges
1 tablespoon melted butter	

Cook sweet and milky Birds Eye Corn as directed on package; drain.

Melt 1 tablespoon butter in saucepan. Add flour and seasonings; blend. Add milk gradually, stirring constantly. Cook over medium heat until smooth and thickened, stirring constantly. Add cheese, continue cooking over low heat until cheese is melted. Add corn.

Arrange ham and tomato wedges around edge of broiler-proof platter. Sprinkle tomatoes with salt and pepper and brush with 1 tablespoon melted butter. Broil under medium heat about 5 minutes, or until tomatoes are tender.

Pour Birds Eye Corn and cheese mixture into center of platter and return to broiler until lightly browned. Garnish with parsley. Makes 4 servings.



CONTROVERSIAL PLAY ENLIVENS DULL SERIES

Umpire's decision stops Cleveland only temporarily

For four games the 1948 World Series between the Cleveland Indians and the Boston Braves was an uninteresting throwback to the dead ball days when a home run was a rarity and a 1-to-0 game a frequent occurrence. Rarely had the pitchers dominated a Series so completely; never had batters looked more inept. The only play that caused real excitement came on the first day. In the eighth inning of a scoreless ball game Cleveland's Bobby Feller tried to pick Boston's Phil Masi off second base with a snap throw to Manager Lou Boudreau (*below*). The decision was close, and Umpire Bill Stewart called Masi safe. Cleveland's rooters called Umpire Stewart a dunderhead and worse. The decision cost Cleveland the game, because Masi then rared home on Tommy Holmes's single to score the only run of the contest.

Then Cleveland came back to win three games in a row, all of them low-score affairs which made some fans wonder if a saliva test were not in order for the pitchers. Boston won the fifth game as the batters on both teams finally came to life and exploded five home runs, but Cleveland still led, three to two, in the best-of-seven contest. It was an easy Series to watch even without tickets. In the east the games at Boston were televised (*right*), and a Middle Western network carried the games played at Cleveland. For the players it was the richest Series in history. The winners' shares: \$6,772 apiece.



ON BOSTON COMMON thousands of fans unable to get into Braves Field saw the Series on 100 television sets supplied by a safety-razor firm which sponsored telecasts.





Pacemaker **SPEED GRAPHIC** photo
by Henry M. Barr.

For ACTION shots...insist on GRAFLEX!

This startling action photograph of a hurdler typifies the kind of pictures you can take with a Graflex-made prize-winning camera.

This year you enter for one or more of the 62 prizes totaling \$5000.00.

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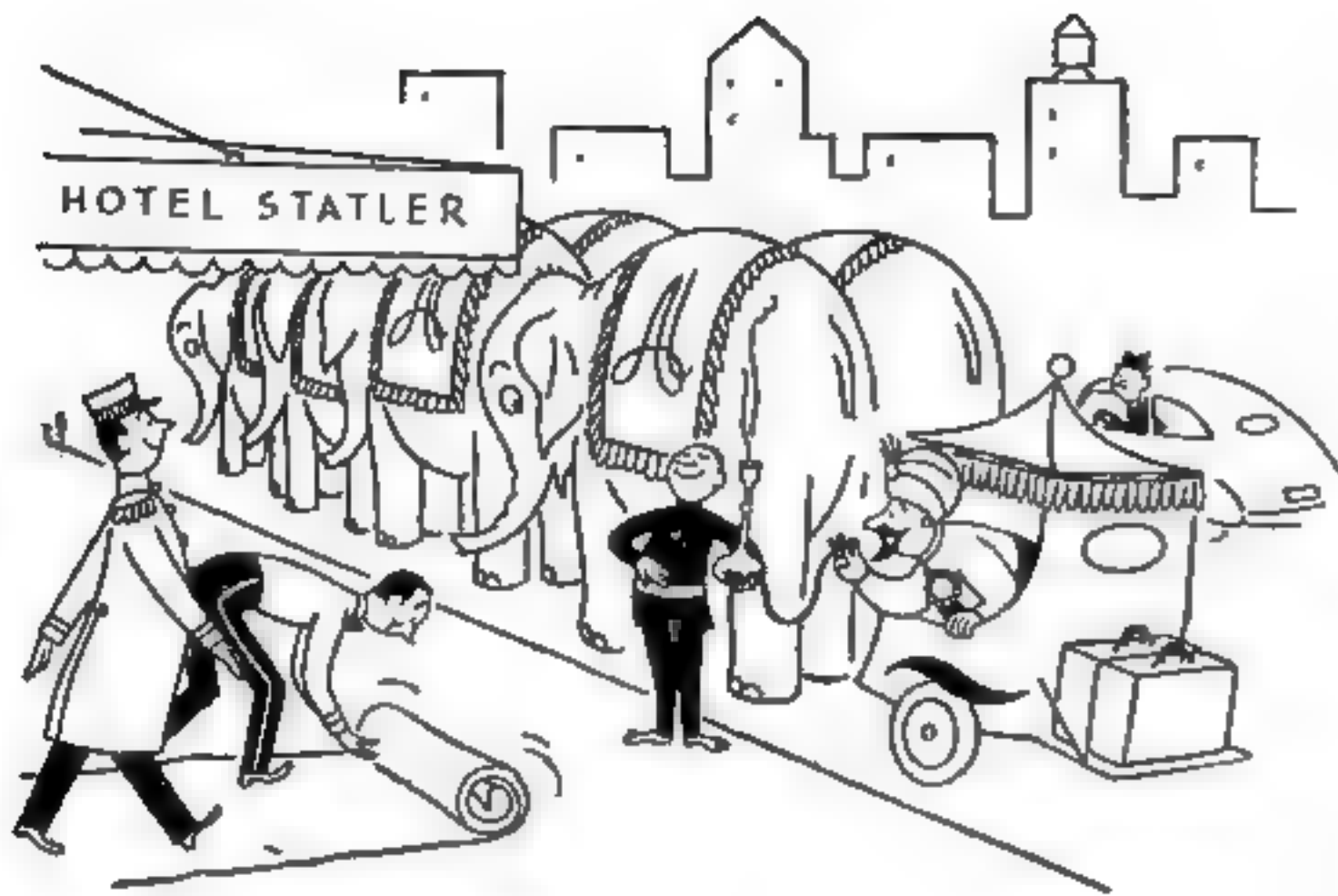
Western Division, 3045 Wilshire Blvd.
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DE GAULLE PUTS HIMSELF ON VIEW

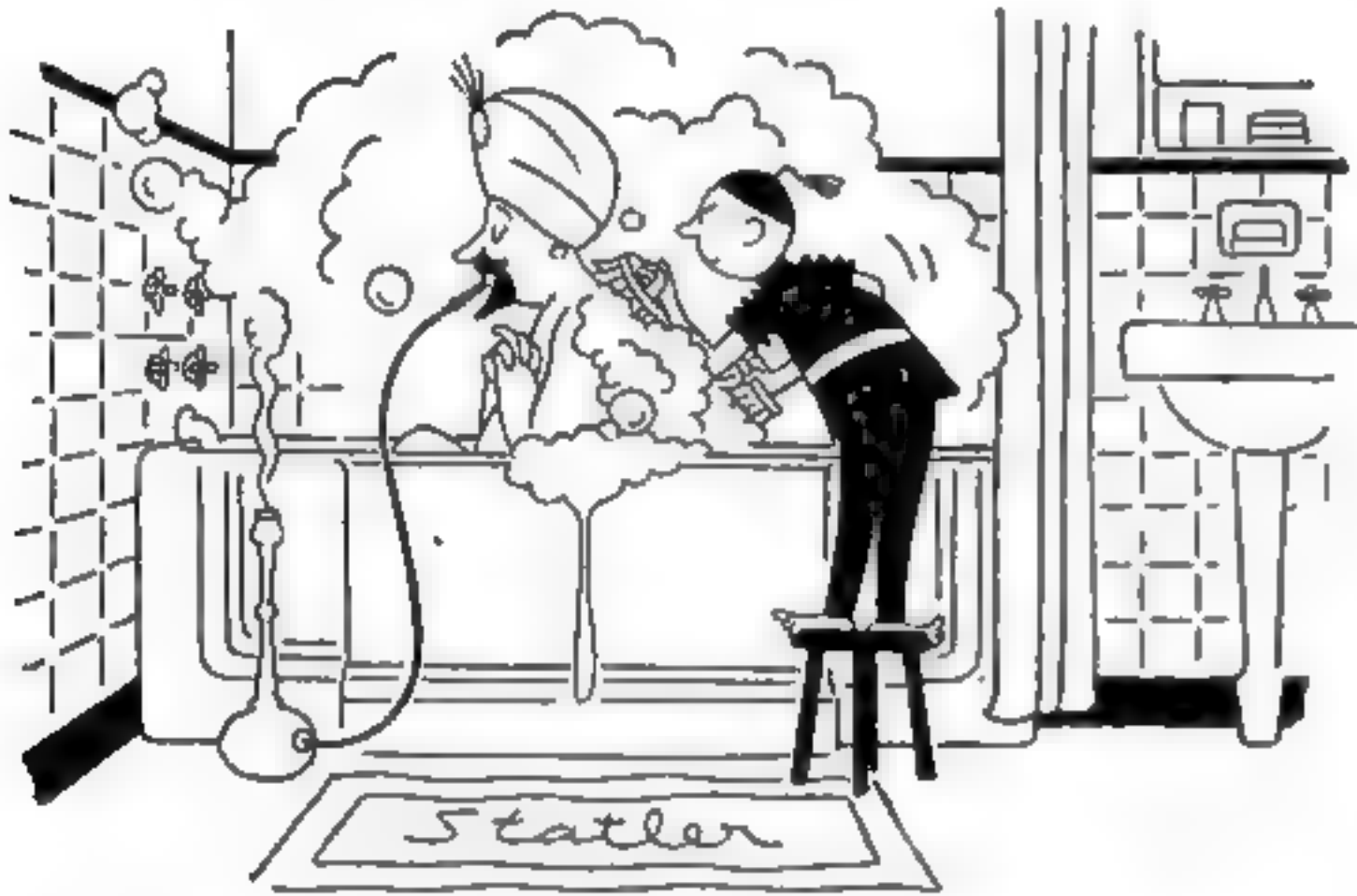
General Charles de Gaulle, who somehow seems remote and unknowable even when he is stumping for votes, let the world's press have a close look at him on Oct. 1. At a news conference in his party's Paris headquarters he gave photographers free reign (*above*) while he declared that 1) only De Gaulle can save France and 2) Europe can be saved only if France is saved. His remarks did much to win France a bigger place in a new military union of Western European powers and reminded all concerned that he will be a tough customer when and if he takes over.



1. Aga Al from India was a potent potentate
Who drove up to the Statler in a novel type V-eight.
"I've come to see," the Aga cried, "the wonders of the West,
And that includes the Statler, where you really *are* a guest!"



2. The Aga liked his spacious room, he *loved* his Statler bed,
And bounced a bit to test it. "Jolly good!" the Aga said.
"I know I'll get a good night's sleep, eight hundred springs and more
Will buoy up my royal frame while royally I snore."



3. He splashed a while in Statler's tub, relaxed in sudsy bliss.
"Not many potentates," he said, "can boast of baths like this.
There's soap enough to wash me thrice, the steamy water flows,
And stacks of king-size towels await, as white as mountain snows."



4. At dinner time the potentate proved quite a potent eater.
"Your chefs have outdone mine," he said. "The service too is fleeter.
The soups, the meats, the sauces, the salads and desserts
Are so dashed good I ate too much. My royal waistline hurts."



5. That evening Aga Al enjoyed the festive atmosphere
As Statler's entertainment pleased his regal eye and ear.
Said he: "It's clear why travelers all proclaim the Statler great—
For *every* guest is treated like a royal potentate!"



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DETROIT • ST. LOUIS • WASHINGTON

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P. S. Now you can make your reservations by teletype! Complete teletype service is now in operation at every Statler Hotel. For *immediate* replies, without uncertainty, use the teletype service near you.



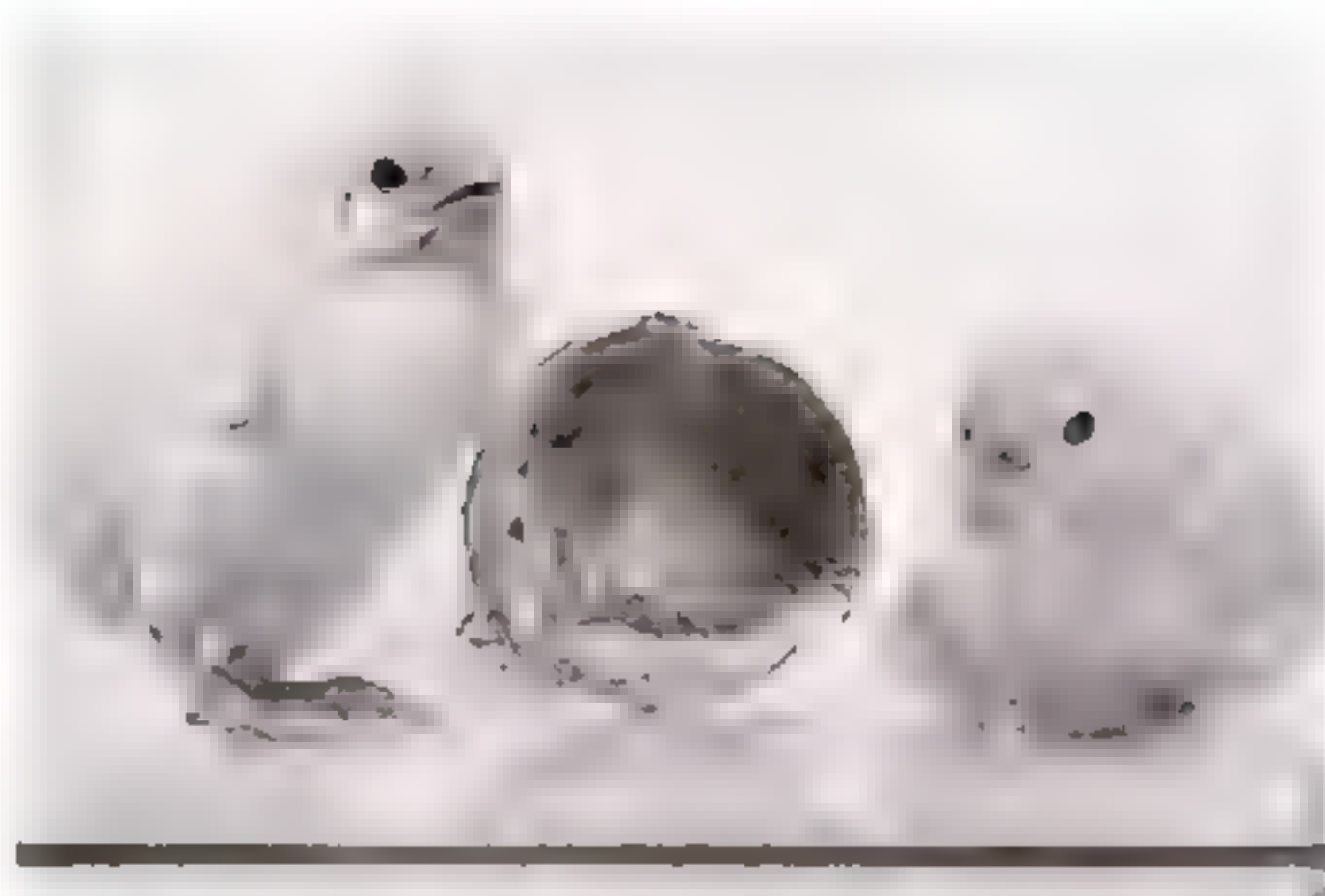
*There's no Gin
like Gordon's*

BECAUSE OF LIQUEUR QUALITY and HIGH PROOF 94.4

DRINKS NEVER TASTE THIN WITH . . .

Gordon's Gin
100% Neutral Spirits Distilled from Grain

100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO., LTD., LINDEN, N. J.



ONE EGG: TWO CHICKS On Oct. 6 at Myrick Hatchery in Morris, Ill., under the eyes of a startled worker, two Leghorn chicks popped out of one shell. The chicks, which probably developed in a double-yoked egg, are normal although odds against such a birth are more than a million to one.



STRANDED WHALES At Marineland, Fla. on Oct. 8, 40 pilot whales, pursuing small fish in the shallows, beached themselves and died. But just as the odor of the dead animals threatened to become a major civic problem, an obliging Jacksonville company stepped in and hauled them off to make soap.



DRAGON AT BAY At the zoo in Frankfurt on Sept. 26, a crowd of 24,000 Germans turned out to watch a group of lancers fight a papier-mâché dragon. After a spirited battle the beast breathed smoke, dutifully rolled over and died, just as its predecessors had done at similar festivals ever since the Middle Ages.



For a Treat
instead of a Treatment
treat yourself to
OLD GOLDS

In quiet smoking-pleasure learn
what nearly 200 years experience
taught **Old Gold**



Spanish Rice... very nice!

'n low in price with-



Now here's a grand dish really *made to order* for your overworked food budget —

1. It calls for Hunt's Tomato Sauce — which costs you but a few cents a can!
2. It uses other low cost ingredients — your main course for a few cents per serving!
3. It gives your family a hearty, delicious dish that'll have them calling for "seconds!"

And the rich, all-tomato goodness of Hunt's Tomato Sauce will work the same flavor magic with *lots* of your low-cost recipes.

You simply cook it into your stews, soups, spaghetti, meat loaf, gravies. Add it when you cook fish, macaroni, vegetables — and *leftovers!*

When you shop tomorrow, look for the Hunt red label. You'll discover a bargain in wonderful flavor.



The wonderful cooking sauce from California

Spanish Rice Casserole

6 strips bacon, cut into pieces
 1/4 cup chopped onion
 1/2 cup chopped green pepper
 2 cans Hunt's Tomato Sauce
 1 cup water 1 tbsp. sugar
 1 tsp. salt 1/2 tsp. pepper
 3 cups cooked rice

Fry bacon until crisp. Remove 1/4 cup. Set aside. Add onion and green pepper to rest of bacon in pan. Cook until tender and lightly browned. Add Hunt's Tomato Sauce, water, sugar, salt, and pepper. Simmer 5 minutes. Add rice. Mix well. Pour into well greased casserole or into 4 individual casseroles. Sprinkle with bacon which was set aside. Bake in moderate oven (375 F.) 20 minutes or until top bubbles.

Hunt's Fruits • Vegetables • Tomato Products
 Hunt Foods, Inc., Los Angeles, California

Hunt-for the best



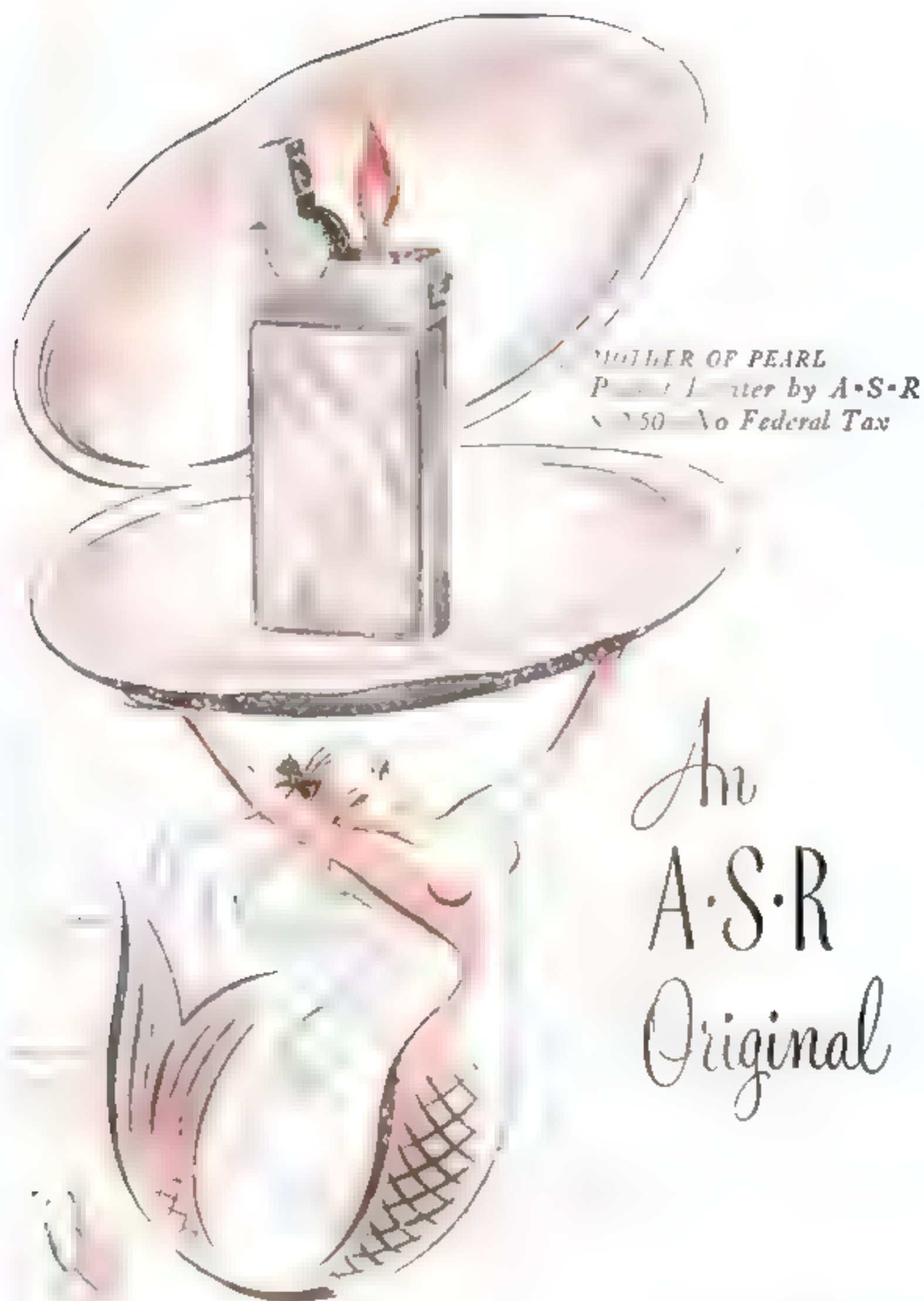
IN LONDON'S EUSTON STATION, CURIOUS PORTERS SWARM AROUND NANA SIR TSIBU DARKU OF THE GOLD COAST TO SEE WHETHER HIS GOLD RING IS REAL OR NOT

PARASOL PROTOCOL

Britain butters up some Africans
who help King George rule colonies

In London the British opened a conference on Sept. 29 to butter up the potentates of their African holdings. Because the undeveloped wealth of Nigeria, the Gold Coast, Sierra Leone, Gambia, Tanganyika and Southern Rhodesia is counted on to give British recovery a big boost, Colonial Secretary Arthur Creech Jones ordered a gilt-edged welcome for his visitors. However the word did not seep down to the porters at London's Euston Station. There was a little contretemps (above) when

Sir Tsibu Darku had his jewelry appraised. The Emir of Katsina's secretary grew weary of explaining that the kettle he carried contained water for washing the emir's feet, and other attendants grew tired of maneuvering umbrellas through narrow doors. But the conference started off happily, and when one chief asked the Colonial Office please to return his grandfather's skull—now resting somewhere in a German museum—an official replied pleasantly that a search would be made at once.



An
A.S.R.
Original



A rich looking A.S.R. Lighter . . . cloaked with Tahitian Mother of Pearl.

But this pearl of modest price has more than surface beauty! Just a flip and it flames! And your A.S.R. Lighter *stays* lit without holding—you can pass the light without passing your thumb!



Others in rich Rhodium Finish, dramatic Enamels, high-style Leathers, Brushed English Gold Finish, and Sterling Silver. \$7.50 to \$22.50. 14-carat Gold styled by Cartier. \$200.00. Sterlings and 14-carat Gold subject to Federal Tax.

'THE CLASSIC'—New A.S.R. Table Lighter. Rich Rhodium finish resists tarnish, can be engraved. \$12.50—No Federal Tax.

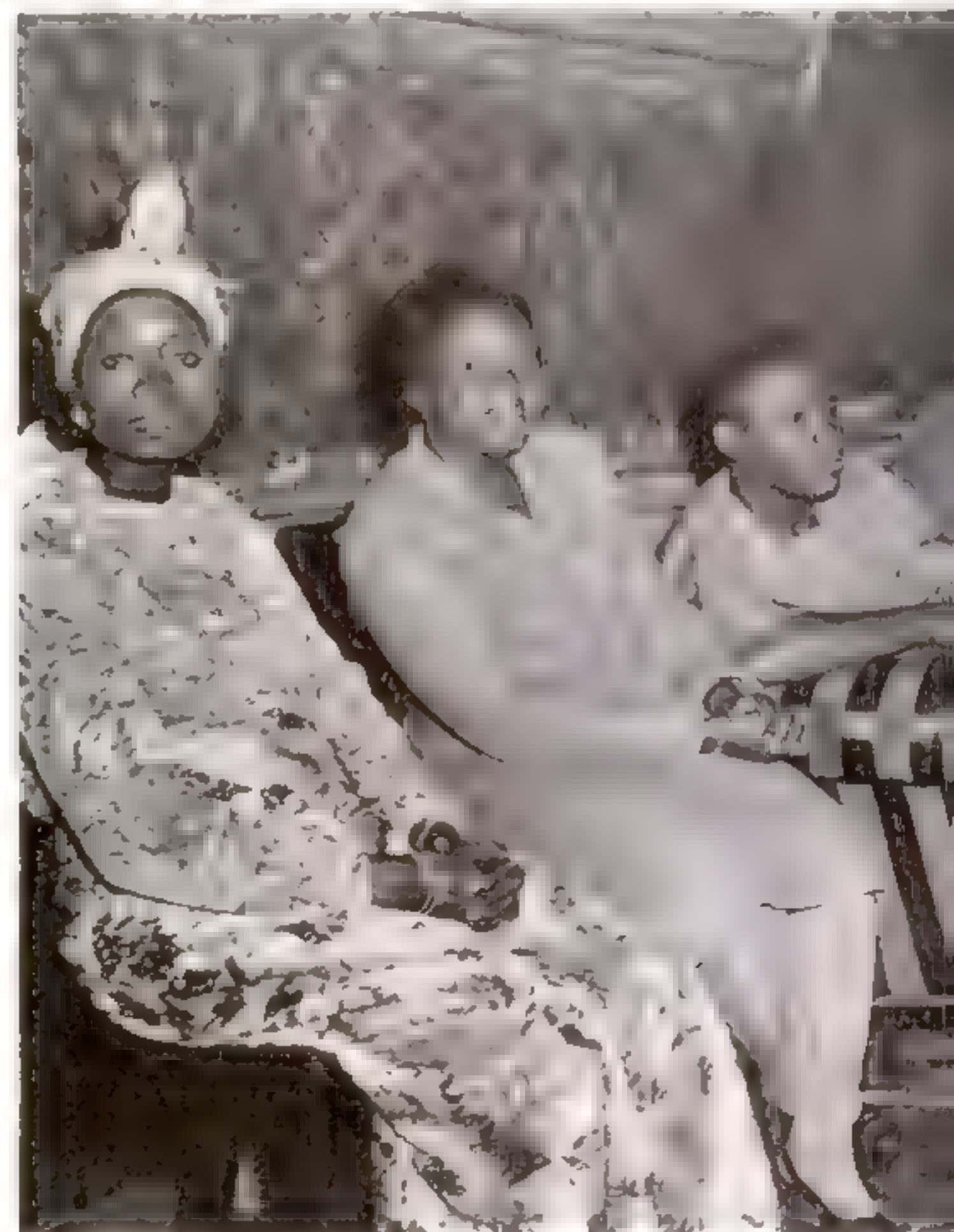
At your favorite jewelry or department store Precision-made and guaranteed by the makers of Gem Razors . . . American Safety Razor Corp., Brooklyn 1, N. Y.



The lighter that *lights*



INSIDE THE CONFERENCE members of the Nigerian Legislative Council join in discussing the use of more than \$475 million set aside for development of



OUTSIDE THE CONFERENCE a group of relatives and royal functionaries headed by Mme. Ella Bai Kohlo (left), wife of Paramount Chief Bai Koblo of



African colonies. Left to right are Usmanu Nagago, Emir of Katsina; Sulemanu Emir of Abuja; Mallam Abubakar Tafawa Balewa and Mallam Yahaya Norin.



Marampa, waits for the session to end. At right a royal key-keeper holds the ornate golden state staff of Sir Tsibu Darku, chief delegate from the Gold Coast.

CONTINUED ON NEXT PAGE

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King William IV

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In the Kitchen

... For every cutting job!

Sharper Flint Knives are made from the world's finest cutlery steel... Flint Vanadium. This fine steel is tempered for extra hardness, then Hi-Arc hollow ground to make easy work of carving, slicing, paring.

Stay Sharper Flint Vanadium is tough, flexible and resilient. Flint's keener edges last and last! Bright finish keeps these knives new-looking for years. Handles are deluxe—finest polished rosewood! See Flint Knives today—at all better stores.



Popular HOLSTER Set—6 Flint Vanadium Knives in a handsome polished hardwood block. \$14.95

Prices Slightly Higher in West

SINGLE KNIVES IN SCABBARDS—From Paring Knife, 39c, Up.

This shows how Flint Knives are Hi-Arc hollow ground.



EKCO

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VANADIUM
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ANOTHER GREAT PRODUCT BY **EKCO**

EKCO PRODUCTS COMPANY... CHICAGO 39, ILL.

Parasol Protocol CONTINUED



CHIEF'S WIFE enters conference building. Another chief sadly remarked he had had to leave four official wives and "plenty, plenty" of children at home.



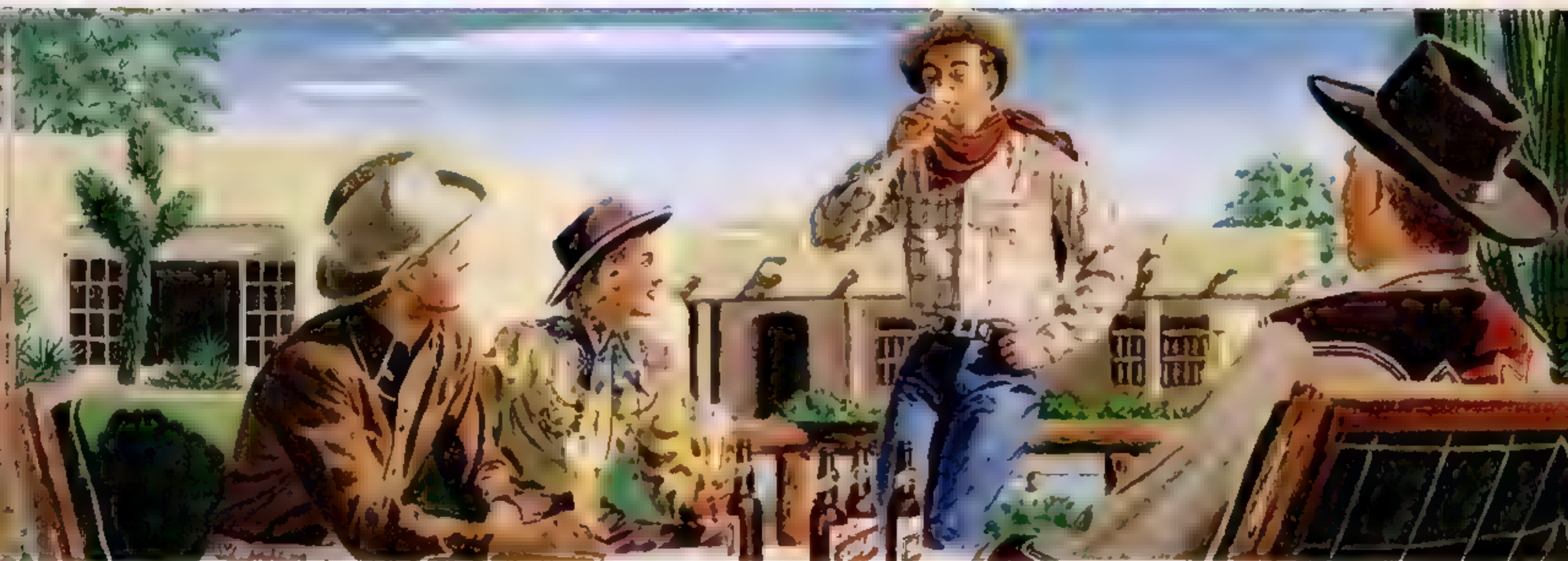
VISCOUNT MONTGOMERY, on hand to lend big league atmosphere, exchanges pleasantries with The Oba Aderemi, Oni of the division of Ife in Nigeria.



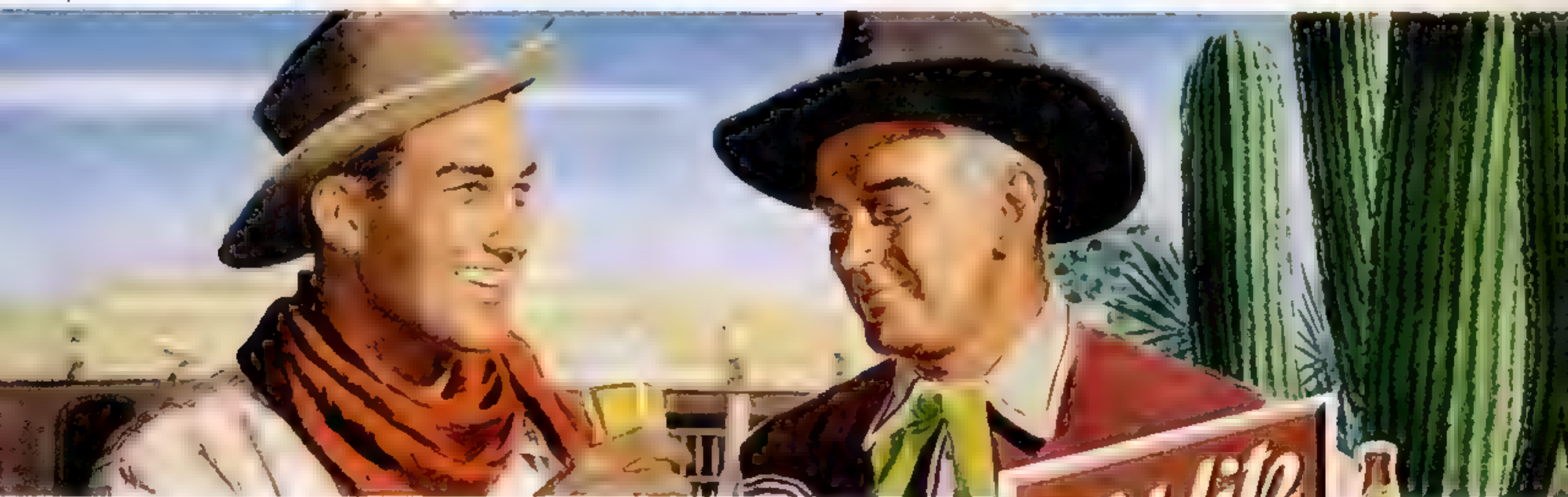
VENERABLE CLERIC, Rev. Thomas Ogunbiyi, talks to other visitors. He founded Reformed Ogboni Society and was vicar of Breadfruit Church in Lagos.



"I was curious..."



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"





GERANIUMS SPLASH COMMUNIST RED ON THE LONDON GRAVE WHERE MARX IS BURIED WITH HIS WIFE, GRANDCHILD AND HELENE DEMUTH, HIS BELOVED SERVANT

KARL MARX

Beset by creditors, carbuncles and a houseful of romping children, he wrote the bible of communism on which Russia's policy is based

by HUBERT KAY

IF in 1948, there is still any American question about Russian intentions, that question is not "what" but "why." We know now beyond any doubt that the present rulers of Russia hope to destroy us. But why? Why have the Soviet rulers rejected the goodwill and cooperation so hopefully offered them by Americans at the end of World War II? Why, at every conference up to and including the recent talks in Moscow and Berlin, have they blocked every attempt to make peace? Why are they bending every effort of propaganda and sabotage to defeat the Marshall Plan, and prolong Europe's chaos and misery? Why, by compelling us to dissipate our wealth in armaments and other countermeasures against their aggression, are they trying to plunge the U.S. into depression?

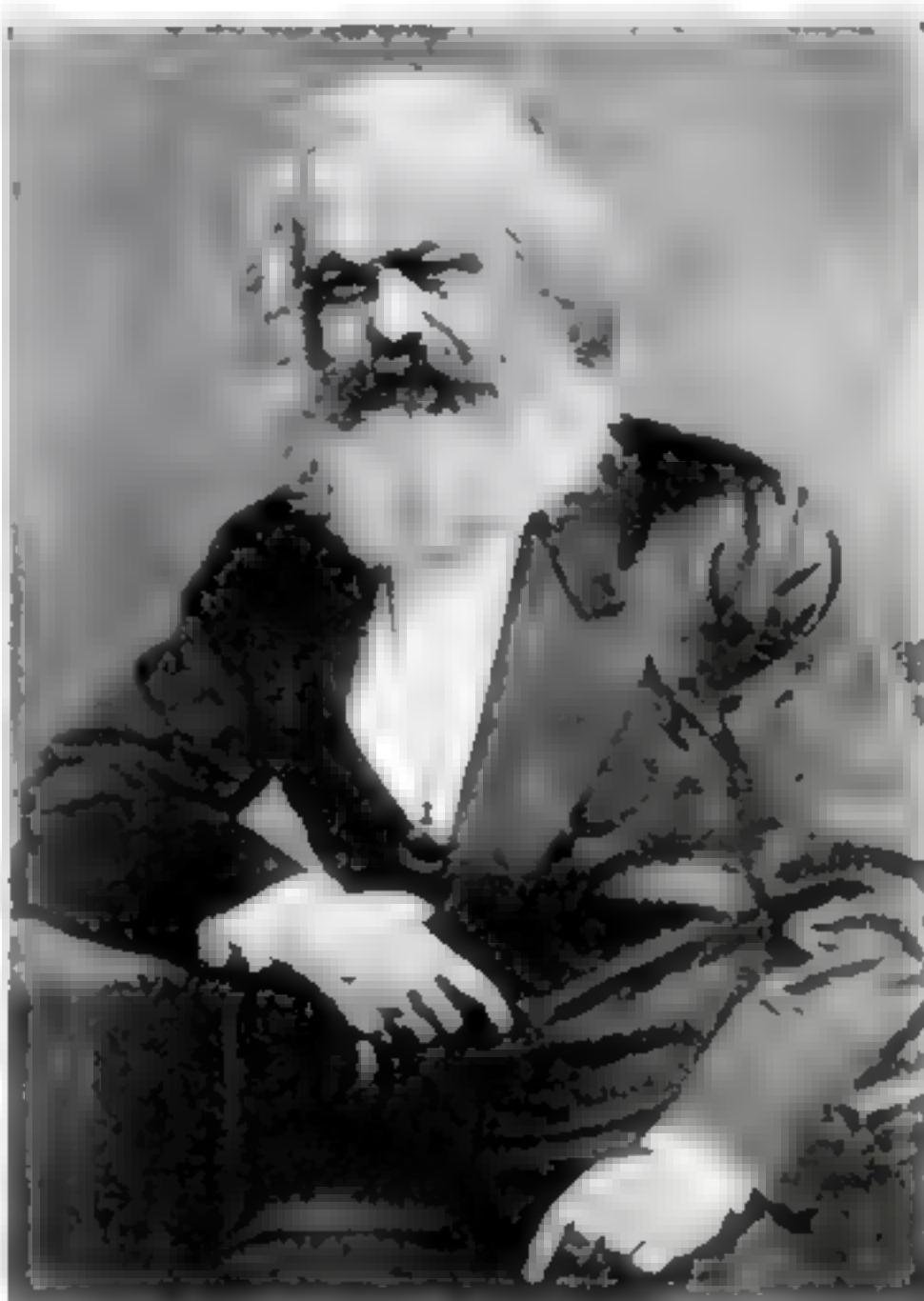
To answer "because they want to rule the world" is to beg the question. For if this is simple Russian imperialism, why do so many millions throughout the world, including tens of thousands of U.S. Communists, serve the Soviet cause with such devotion? The real mystery is why the Communists are so certain that they will rule the world. In the level-headed American view, taking into account the enormous risks involved, the Soviet rulers' present course is a gamble which simply makes no sense.

There is no single, simple explanation of Soviet policy. But that policy, which Winston Churchill once called "a riddle wrapped in a mystery inside an enigma," cannot even begin to make sense to an American unless he goes back a hundred years to 1848, to a 29-year-old German named Karl Marx and to the philosophy of history which he and his 27-year-old collaborator, Friedrich Engels, began to expound that year in the *Communist Manifesto*.

Even after a hundred years Karl Marx himself—the founder and prophet of Communism, whose writings are an official gospel which every Soviet leader has searched and pondered from youth—is still something of an enigma. With heroic single-mindedness, he sacrificed "my health, my happiness and my family" so that he might devote his life to analyzing the world's ills and prescribing an eventual cure. But he despised and shunned the toiling masses whose cause he championed. He quarreled as ferociously with his fellow revolutionaries as he did with the factory-owning bourgeoisie. He loved his wife and children but, never earning a decent living and for the most part never trying to, he condemned them to lives of wretched poverty. Four of his seven children died in infancy, and two of the three daughters who survived to maturity committed suicide.

Born a Jew and baptized a Christian, he proclaimed, "I detest all the gods." He left his native Prussia at 32, gave up his citizenship and remained for the rest of his life a man without a country. Tortured for years by constant ill health, he exclaimed when he had finally published the first volume of his masterwork, *Capital*: "I hope that the bourgeoisie as long as they live will have cause to remember my carbuncles."

Karl Marx's terrible hatred of the world he lived in was fed by poverty but did not spring from it. His father was a prosperous lawyer in Trier, near the French border, where Karl was born on May 5, 1818. But the time and place of his birth were both ripe for the making of a revolutionary. Marx suffered directly from Germany's flourishing anti-Semitism. When he was 6 his father, the son of a rabbi originally named Marx Levi, took the name Heinrich Marx and had himself and his children baptized Protestants, apparently in order to make himself eligible for public office. Around him the young Marx saw the victims of the dawning age of factories, which had begun to destroy the livelihoods of millions of small



A FEW YEARS BEFORE HE DIED Karl Marx, the prophet of revolution, looked like a bourgeois patriarch.

craftsmen and put them at the mercy of the millowners. And the oppressive Prussian government was still clinging stubbornly to its remnants of feudal power.

These stimuli found a ready response in young Marx's temperament. He was expelled from the University of Bonn not only for radicalism but for "nocturnal riots and drunkenness." Intellectually prodigious, he was also—as the letters of his anxious father make clear—egoistic, neglectful of his parents, possessed of a "demon" and of a heart that seemed less great than his brain.

Marx was not, however, wholly without power to give and attract ordinary human affection. In later life, when asked to define his "idea of happiness" in a game of Confessions, he answered, "To fight." But he, who fought almost everyone and everything he encountered in his life, had one great romantic love, one great friend and one great master.

The love was for his boyhood girl-next-door, Jenny von Westphalen, the pretty, gentle daughter of a liberal baron. He became engaged to her in 1836 when he was 18 and she 22 and married her seven years later. Though the miserable life he gave her drove her to the verge of nervous collapse and made her often wish aloud that she could join their dead children, she never lost her love for Marx.

The friend was Engels, a fellow Rhinelander and rebel whose father owned thriving textile mills in Prussia and England. Friedrich Engels was as tall and fair as Marx was short and broad and swarthy, as gay, fun-loving, mannerly and gregarious as Marx was gloomy, bookish, solitary, rude and coarse-tongued. But he recognized Marx's genius and remained his lifelong "second fiddle" and financial mainstay.

The master was Georg Wilhelm Friedrich Hegel, the Prussian philosopher who taught that man is a tool of destiny. At the University of Berlin, Marx's associates were a group of rebels who called themselves Young Hegelians. From Hegel he learned the dialectic by which he believed that human history is shaped.

Marx wanted to become a professor but found himself barred because of his atheism and his Jewish birth. He turned instead to a youthful career as a journalist-agitator, a career marked by suppressions of the newspapers he edited and expulsions of his person from France and Belgium. Primarily a scholar and writer, he poured out, alone or with Engels, a torrent of truculent tracts and historical studies. He and Engels also helped stir the revolts of 1848 by joining the League of the Just, shortly renamed the Communist League.

"Insolent and intolerantly arrogant"

MARX'S mind and forceful personality made him a leader in the League and in the International Workingmen's Association (First International), which he helped to found years later. But he was never a successful rabble-rouser on the rostrum; he was too lacking in stage presence, too harsh-voiced, too domineering. "Never in my life," recalled the famed German-American, Carl Schurz, "have I met a man whose attitude was so insolent and intolerantly arrogant." After 1850, when Marx exiled himself permanently to England, his revolutionary activity was confined largely to his desk.

Once during his 33 years in London, Marx applied for a regular job with a railway company. Turned down for poor penmanship, he never tried again. Scornfully resolved that he would not "let bourgeois society turn me into a money-making machine," he picked up a little money at writing,



Out with chapped legs!

Why suffer from chapped legs and chattering knees this winter when your legs can have complete protection and welcome warmth?



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"Be-measured-to-your-build" in Jockey Longs. As a special service to Jockey wearers, your Jockey dealer will measure you with the Coopers' "Hip-Tape" to assure you perfect fit where you need it most, not only around the waist but at the hip and crotch, too!



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TEACHER who formed Marx's mind was Hegel, author of dialectical logic.



DISCIPLE, friend, collaborator and patron of Marx was Friedrich Engels.

KARL MARX CONTINUED

chiefly by a series of comments on foreign affairs (at \$5 per article once or twice a week) for Horace Greeley's New York *Tribune*. For the rest he sponged on Engels—who even ghosted some of his *Tribune* articles. To keep the Marx family alive, Engels immured himself in "filthy trade" at his father's factory in Manchester. Marx nagged him continuously with begging, complaining letters until 1869, when Engels moved to London and settled a fixed income on his friend.

Two first-hand accounts give vivid glimpses of Marx's life and surroundings while he was writing *Capital*. One is a letter from Jenny Marx to a friend: "I shall describe to you a day of this life just as it is," she wrote not long after their arrival in London, "and you will see that perhaps few other refugees have gone through anything like this. Since wet-nurses are here much too expensive for us, I decided, in spite of continual and terrible pains in my breast and back, to nurse the child myself. But the poor little angel drank in from me so much secret sorrow and grief with the milk that he was constantly unwell, lay in violent pain day and night. He has not slept a single night since he came into the world—two or three hours at most . . .

"As I was sitting like this one day, our landlady suddenly appeared. We have paid her in the course of the winter over 250 thalers (about \$175), and we had made an arrangement with her that in the future we were not to pay her but the landlord, who had put in an execution. Now she denied this agreement and demanded five pounds which we still owed her; and as we were unable to produce this sum at once, two bailiffs entered the house, took possession of all my little belongings: beds, linen, clothes, everything, even my poor baby's cradle, and the best of the toys that belonged to the little girls, who were standing by in bitter tears. . . .

"The next day we had to leave the house. It was cold and rainy and dreary. My husband tried to find a place for us to live, but no one was willing to have us when we mentioned the four children. At last a friend came to our rescue, we paid, and I quickly sold all my beds in order to settle with the chemist, the baker, the butcher and the milkman, who had been alarmed by the scandal of the bailiffs' arrival and who had come wildly to present their bills. The beds which I had sold were taken out of doors and loaded on a cart—and do you know what happened then? It was long after sunset by this time, and it is illegal in England to move furniture so late. The landlord produced the police and said that there might be some of his things among them, that we might be escaping to a foreign country. In less than five minutes there were two or three hundred people standing in front of the door, the whole Chelsea mob. The beds came back again—they could not be delivered to the purchasers till after sunrise the next day. . . ."

He lived in dirt and squalor

ANOTHER glimpse of Marx's life is provided by the report of a police officer who paid a visit of inspection to the two-room flat in the slums of Soho where the Marxes lived for six years. He wrote: "There is not one clean or decent piece of furniture in either room, but everything is broken, tattered and torn, with thick dust over everything and the greatest untidiness everywhere. In the middle of the parlor there is a large old-fashioned table covered with oil-

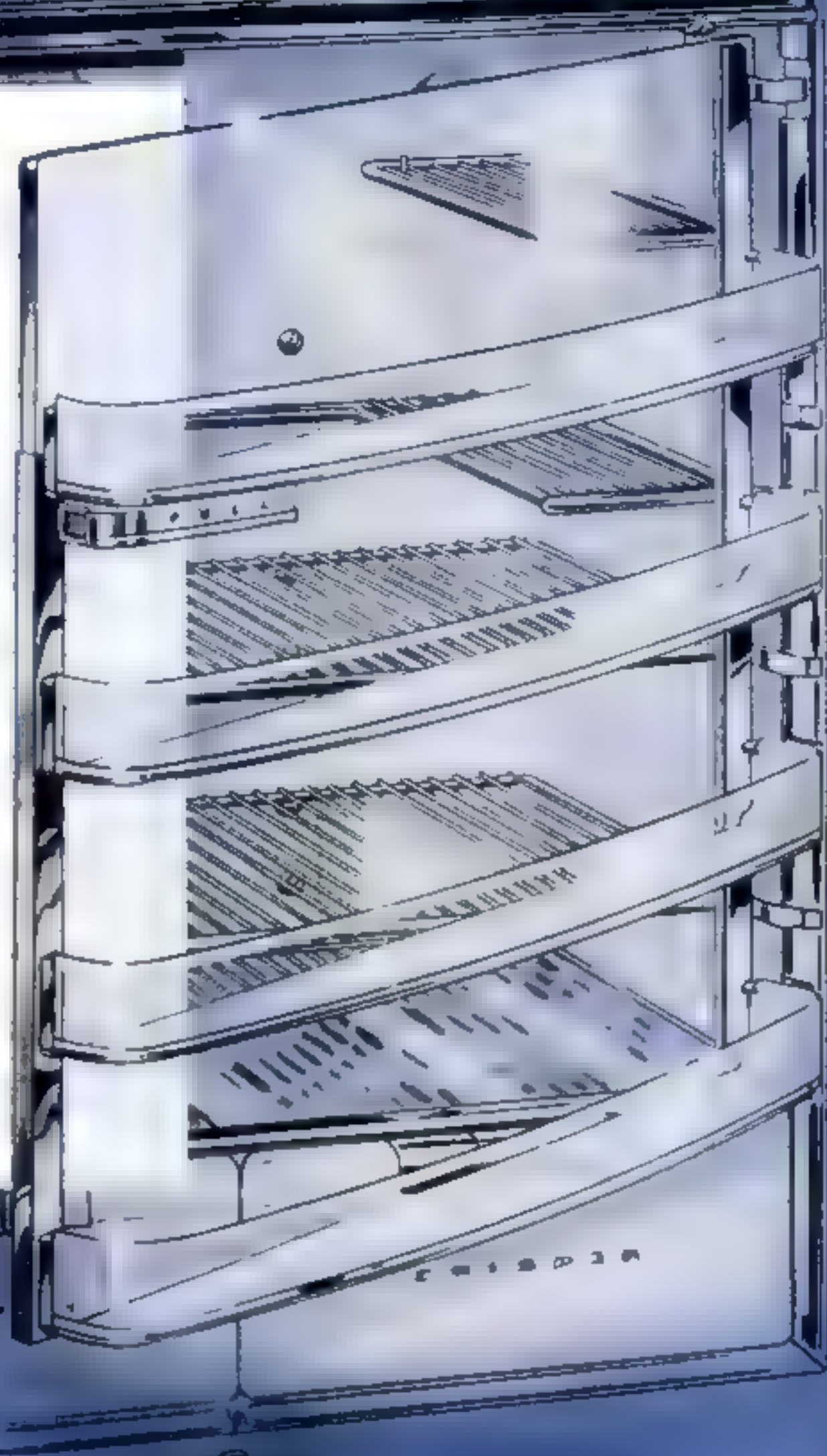
CONTINUE ON PAGE 65

"It's like stepping through
the Looking Glass!"
cried Alice



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Brings the new *Conservador*...
Transparent now—and clearly
Showing what you're looking for.
You'll like the *extra space* it makes.
(This inner door's a "peach"!)
It keeps the foods you use the most
Nearby, within your reach.
This Philco "plus" is one of many
Features you will find
In Philcoland. Go see them *now*,
Before it slips your mind!

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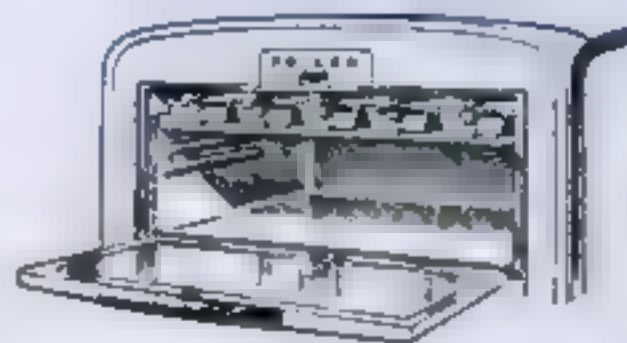
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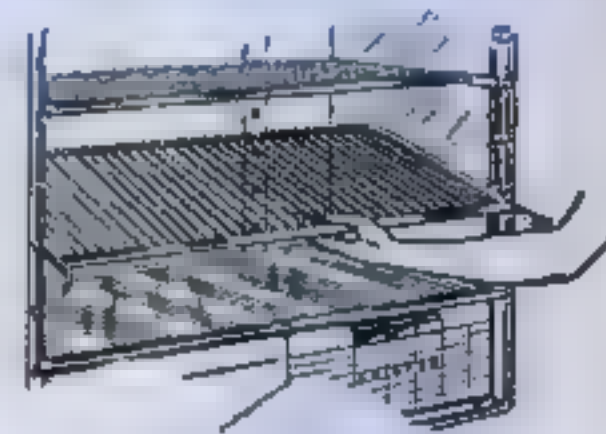
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Summer-Winter Control regulates moisture for all climates, seasons. Only Philco has this new feature!



FREEZER LOCKER

Huge, clear space for frozen foods. Ice-trays on a separate, super-fast freezing shelf. More room than ever!



SHELF-CONTROL

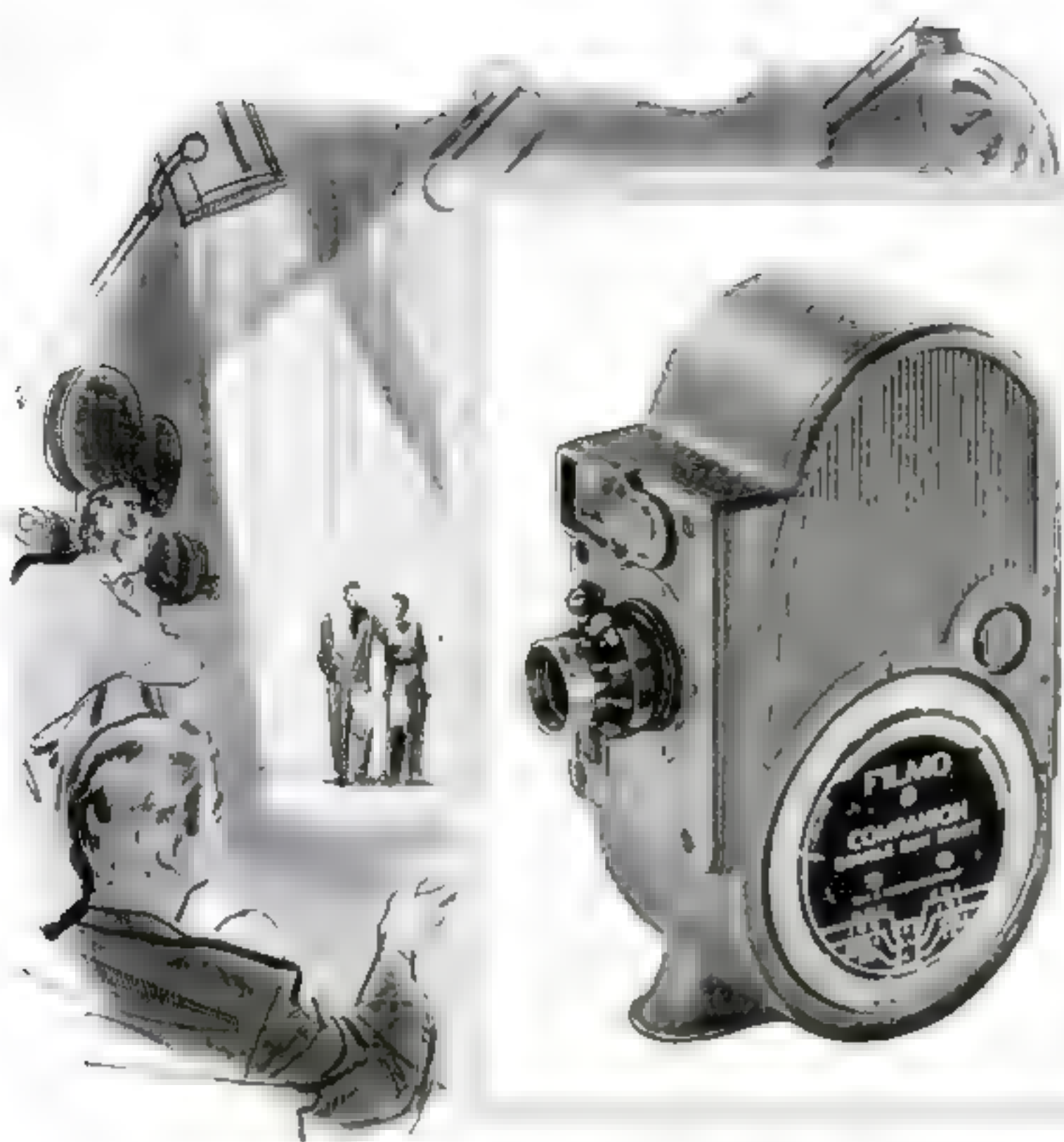
Most flexible system of shelf arrangements ever invented. Suits any shape or size food. And only Philco has it!

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Takes Superb Color Movies—Easily

Bell & Howell's high standards mean that with a Filmo you don't take a chance—you take a top-quality movie! Simply drop in a spool of low-cost 8mm film, full color or black-and-white. No sprockets to thread, and the film gate opens and closes automatically. Then sight through the brilliant viewfinder, press a button, and *what you see, you get!* It's as easy as that, with a Filmo.

See Filmo Companion—and the many other lifetime-guaranteed 8mm and 16mm Filmo cameras and projectors—at better photo shops now.

*Plus Federal tax

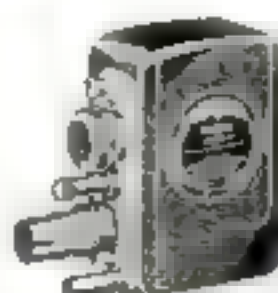
FILMO SPORTSTER

With F1.9 lens, this 8mm spool-loading camera takes fine movies indoors or out, even when the light is weak. Four operating speeds, including true slow motion. Does animation tricks, too.



FILMO AUTO-8

Offers an exclusive combination of 8mm camera features including magazine-loading, Swiftturn two-lens turret on which matched finders turn with lenses, five speeds including true slow motion, and provisions for animation tricks and self-filming.



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Bell & Howell

Since 1907 the Largest Manufacturer of Professional Motion Picture Equipment for Hollywood and the World



MARX'S HOME for six years of his exile in England was a grubby, cluttered two-room apartment in this building at 28 Dean Street in poor London district.

KARL. MARX CONTINUED

cloth. On it there are manuscripts, books and newspapers, as well as the children's toys, odds and ends from his wife's sewing basket, cups with broken rims, dirty spoons, knives and forks, lamps, an inkpot, tumblers, some Dutch clay pipes, tobacco ashes—all in a pile on the same table."

"When you enter Marx's room, smoke and tobacco fumes make your eyes water to such an extent that for the first moment you seem to be groping about in a cavern, until you get used to it and manage to pick out certain objects in the haze. Everything is dirty and covered with dust, and sitting down is quite a dangerous business. Here is a chair with only three legs, then another, which happens to be whole, on which the children are playing at cooking. That is the one that is offered to the visitor, but the children's cooking is not removed, and if you sit down, you risk a pair of trousers."

Through it all Marx remained a patient and affectionate father, displaying a character very different from the one he showed in public. Some of his best passages are said to have been written while his children, playing horse, whipped him and shouted "giddyap." Through piles and carbuncles and boils, through chronic insomnia, liver trouble, eye inflammation, headaches, rheumatism, neuralgia, bronchitis, pleurisy and a lung tumor, he plodded ahead on the book that was to crown his work: the description and analysis of mid-19th Century English capitalism which he called *Das Kapital*. Most days Marx spent in the British Museum, reading in many languages from 9 a.m. to 7 p.m. Nights, and the frequent days when his clothes were in the pawnshop or when he was too sick to go out, he worked at home. When he died in 1883 he had written only the first volume of *Capital*. The faithful Engels finished the other two volumes from Marx's notes.

The first volume alone is now often published as *Capital*. All three volumes, plus his numerous other writings, are necessary for an understanding of Marx's philosophy. Readers pressed for time can find a masterly abridgment of the three volumes, with significant selections from Marx's other writings, in a Modern Library volume titled *Capital, The Communist Manifesto and Other Writings*.

Capital, a product of much reading and long thought, represents comparatively little first-hand observation on Marx's part. Its facts about the appalling lives of English factory workers, for example, were taken mostly from reports of Parliamentary investigations and from Engels' *The Condition of the Working Class in England in 1844*. But from the facts he read, Karl Marx drew original, world-shaking conclusions.

In the Marxian view, human history is like a river. From any given vantage point, a river looks much the same day after day. But actu-



MARX'S WIFE, his childhood playmate, endured exile, poverty and public abuse at his side. Her last words to him were, "Karl, my strength is broken."

ally it is constantly flowing and changing, crumbling its banks, widening and deepening its channel. The water seen one day is never the same as that seen the next. Some of it is constantly being evaporated and drawn up, to return as rain. From year to year these changes may be scarcely perceptible. But one day, when the banks are thoroughly weakened and the rains long and heavy, the river floods, bursts its banks, and may take a new course.

This represents the dialectical part of Marx's famous theory of dialectical (or historical) materialism. According to Hegel's dialectic, everything in the world is constantly changing. At any moment, something old is dying away, something new is developing. In time one accumulated set of forces (called *thesis*) is violently opposed by another set (*antithesis*) which has developed out of the first. From their clash emerges a new combination (*synthesis*) containing the best elements of both. In human affairs, these clashing forces are ideas and activities and institutions. Thus, for an example which this theory fits fairly patly, the early U.S. might be called thesis, the rebellious Confederacy antithesis, the modern U.S. synthesis.

Having established to his own satisfaction that human society progresses this way and no other, Marx set out to "prove" that a revolutionary clash between capitalism and its proletarian workers was inevitable, and would inevitably result in the synthesis of socialism. Hegel had believed that dialectical progress is planned and directed by a superhuman World-Spirit, working out its design through human agencies. Marx, rejecting gods of any sort, brought destiny down to earth with the "materialism" part of his theory.

The "class struggle"

MEN like to believe that they regulate their affairs according to their ideas and ideals of truth and justice. Historically, said Marx, it is the other way round. Every society's law, politics, religion and morality have developed chiefly out of its material environment—principally the ways by which its members produced and exchanged their food, clothing, shelter and other material goods. In other words, a society does not fashion a way of life out of its ideas and ideals; instead its ideas and ideals are shaped by its ways of making a living. As Marx put it, "It is not consciousness that determines life, but life that determines consciousness."

Since methods of work and trade change with the development of new techniques, tools, resources and markets, men's ideas of the fair way to divide their work and the products of their work have changed accordingly. But throughout history, Marx declared, the upper classes' notions of what is "right and fair" have meant that they did the least work and took the lion's share of the goods. Naturally, the short-changed masses have always rebelled.

"The history of all existing society," he and Engels proclaimed

CONTINUED ON NEXT PAGE

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FEAR OF REVOLUTION was Marx's immediate (and long-lasting) gift to mankind. This cartoon by Nast, published in U.S. in 1874, shows that Communist's pose as "Emancipator of Labor" does not fool "Honest Working People."

KARL MARX CONTINUED

in the *Communist Manifesto*, "is the history of class struggles." "Freeman and slave, patrician and plebeian, lord and serf, guild-master and journeyman, in a word, oppressor and oppressed, stood in constant opposition to one another, carried on uninterrupted, now hidden, now open fight, a fight that each time ended, either in a revolutionary re-constitution of society at large, or in the common ruin of the contending classes."

The theory of "Surplus Value"

CAPITALISM, developing out of the rebellion of the new merchant class against the feudal lords, had only simplified the conflict, Marx observed. Now, instead of many contending classes, "society as a whole is more and more splitting up into two great hostile camps . . . : Bourgeoisie capitalists and Proletariat workers."

But why is capitalism self-doomed? Why must it grow so increasingly intolerable to the workers that they are certain to rise up and destroy it? *Capital* is Marx's 2,500-page answer to these questions.

Men ordinarily invest their capital only in hope of a profit. Where do profits come from? Out of the produce of the workers, said Marx. Labor, he asserted, is the source of all value. But the workers are paid only a fraction of the value of the goods they produce. The rest, which Marx called surplus value, is taken by the parasitic property-owners.

The evils of capitalism which Marx listed and analyzed—low wages and long hours, the speed-up and stretch-out, the crushing of labor unions, technological and other unemployment, the monotony of machine-tending, cut-throat competition, monopoly, depression, the international competition for markets and resources which leads to war—have been made familiar to Americans by three generations of native reformers. Marx gave them valuable material for their arguments, but differed from most of them in holding these ills to be irremediable because they are inherent in the essence of capitalism, which is competition. No matter how humane and unselfish a capitalist may be, Marx asserted, he must try to wring all possible surplus value from his workers; if he does not, his competitors will put him out of business.

Capitalists' competition with each other, said Marx, is the immediate cause of capitalism's evils. To meet competition, he argued, the capitalist must keep his costs, and hence his wages, low. To meet competition, he must build up his profits in order to keep on buying more and better machinery, which displaces many workers and makes automata of the rest. To maintain their huge and growing investments in plant and machinery, capitalists must increase their

CONTINUED ON PAGE 79

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KARL MARX CONTINUED

production until they are turning out more than their markets can consume, and keep on producing even then, while markets dwindle and competition grows fiercest as depression grips the world.

Only the strongest can survive. "One capitalist," Marx observed, "always kills many." The middle class, he predicted, will virtually disappear as the weaker capitalists are eliminated and drop down into the proletariat. At last, in the basic competition for the world's goods, only a handful of great capitalists will be left to confront the angry masses. Then comes the revolution. Some Marxian apologists make much of the fact that once, late in life, Marx conceded: "We do not deny that there are countries like England and America, and I might add, even Holland, where the worker may attain his object by peaceful means." But the lifelong emphasis of his preaching and prophecy was on the premise that communism can be established only by force.

With the revolution, said Marx, will come the only possible cure for capitalist ills; the killing of capitalism by the ending of competition. Competition between individual men will be ended when the state takes away the sole means by which one man or class can exploit another: the ownership of productive property. Competition and war between nations will be ended when the whole world, or at least a dominant part of it, similarly becomes one great classless society.

There, dazzling in its simplicity, is Marx's case. Even in sketchy outline, it emerges as one of the most brilliant achievements in the history of propaganda. Its logical and historical fallacies are debatable enough to be surmounted easily by its tremendous emotional appeal to the world's discontent. It allows disgruntled men to shift the blame for their failures to someone or something outside themselves. It encourages embittered men to take righteous revenge on the authors of their poverty and humiliation. It offers a noble vision to humanitarians, and inspires in seekers of that vision the ruthlessness and the supreme confidence of men who are sure that they march with destiny.

Though it denies the spiritual nature of man, a denial which most critics consider its greatest flaw, Marxism paradoxically seems to bestow upon its believers the spiritual satisfaction which men most prize, and which they have most sorely lacked in this troubled century. This is the satisfaction of certainty: certainty of a purpose in living, certainty of a goal, certainty of the method of reaching it, certainty of eventual triumph. It is a certainty comparable to that which religious faith once gave the mass of men, before the Age of Doubt.

Few Americans can study Marxism without themselves attaining a measure of certainty about at least one thing: America can never win over the present rulers of Russia to a settled peace by friendliness and good deeds.*

Marx and the Russians

SOME Americans, cheerfully ignoring Stalin's original choice of partners, may still build hope on Russian-American comradeship in the late war. But temporary alliance with one ideological enemy in order to destroy another is precisely the strategy which Marx advised in a letter to the Communist League in 1850. Communists, he observed, would naturally ally themselves with the "petty bourgeois democrats" in revolt against Europe's autocracies. But "from the first moment of victory," he continued, Communists should turn on "our previous allies" and, while prolonging the revolutionary tumult, conspire and agitate against those former allies, "extort . . . every conceivable concession and promise . . . the surest way to compromise them," and "dictate to them such terms that the rule of the bourgeois democrats shall bear within it from the beginning the germ of its destruction, and its displacement later by the rule of the proletariat become considerably easier." Stalin, Molotov & Co., it has been made painfully clear, have not forgotten this advice.

Some Americans argue hopefully that the men in the Kremlin are not really zealots, but instead are merely power politicians whose pretended belief in Marxism is only a propaganda weapon to keep their own people in subjection and win willing dupes throughout the world. This argument has a familiar ring; it has been less than a decade since some Americans were arguing that Adolf Hitler

*Conversely it is doubtful whether any American who has not read the Marxist gospel can understand the uncompromising fervor of the Communist's dedication to his anticapitalist cause. To a question asked him during the preparation of this article, William C. Bullitt, first U.S. ambassador to the Soviet Union, replied, "I am almost certain that President Roosevelt never read any of Marx's major works. I remember asking him once if he had read *Capital* and he said that he had picked it up but had never managed to read more than a few pages."

CONTINUED ON PAGE 15

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FROM SOUP TO NUTS!

8

different of

TOMATO SOUP DE LUXE

Simmer 8 cups tomato juice with sliced onion, bay leaf, a dash of salt, pepper and sugar. Strain and add a little of the last mixture into 8 tablespoons *Real* Mayonnaise. Then blend all together. Serve piping hot. If desired, garnish with chopped olives.

FRUIT JUICE MAYONNAISE

Fold $\frac{1}{2}$ cup *Real* Mayonnaise into $\frac{1}{4}$ cup heavy cream, whipped. Stir in 1 tablespoon fruit juice and 2 tablespoons confectioners' sugar. It's smooth.

From tasty soup to toasted nuts

...all eight of these recipes prepared with *real* mayonnaise are dishes you can be proud to serve. But don't expect to get the flavoring and shortening value of Best Foods or Hellmann's *Real* Mayonnaise with ordinary "Salad Dressing." Unlike "Salad Dressing" Best Foods or Hellmann's *Real* Mayonnaise contains no starchy filler. It's all pure mayonnaise...rich as only *real* mayonnaise can be.

The economy of buying *real* mayonnaise is fairly evident. All 8 of these recipes to serve six people take only one pint jar of Hellmann's or Best Foods *Real* Mayonnaise...and, believe it or not, there'll be some left over! For more original recipes like these, ask your grocer for a copy of the recipe booklet entitled "From Soup to Nuts with *Real* Mayonnaise." It contains 41 exciting recipes...all kitchen tested...all delicious!

MEAT BALLS

Prepare your favorite meat ball recipe, form into 12 balls and sauté's away in 4 tablespoons *Real* Mayonnaise. Tastes like more!

SPREAD ON BREAD

Real Mayonnaise spread on thin slices of bread is far more tasty than plain bread and butter sandwiches. And it's really super in God Cut sandwiches. Tingly...and rich.

dishes from one pint Real Mayonnaise

MOCK HOLLANDAISE

Prepare 1 cup of white sauce. Just before serving stir in $\frac{1}{2}$ cup Real Mayonnaise. Excellent on a wide variety of hot vegetables. This sauce hits the spot.

MARMALADIES

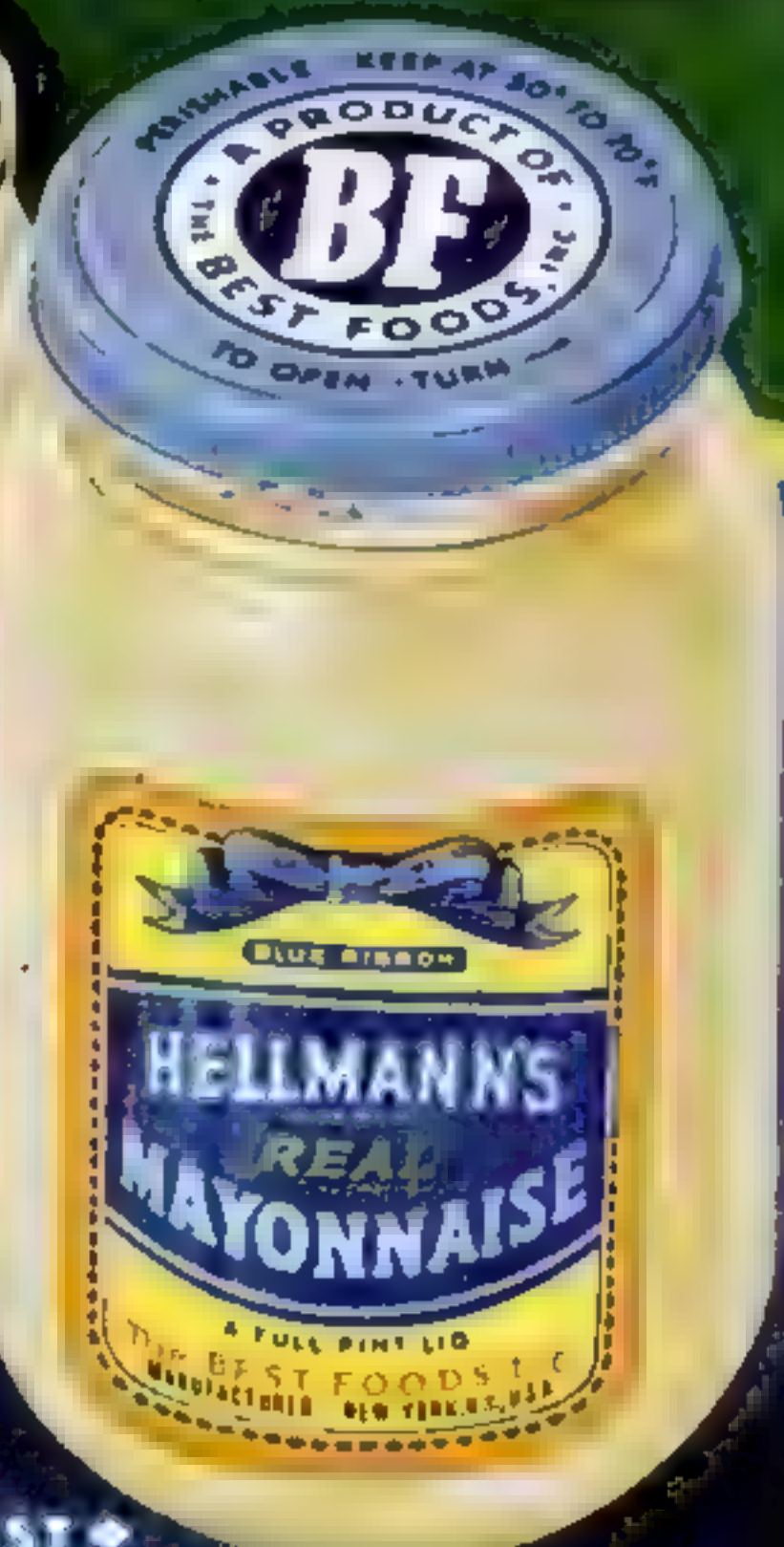
Mix $\frac{1}{2}$ cup orange marmalade, 1 cup grated carrot, with 2 tablespoons Real Mayonnaise. Spread on six slices of raisin bread and top with additional slices of bread. Yum—good!

TOASTED NUTS

Mix 2 tablespoons Real Mayonnaise with $\frac{1}{2}$ pound shelled nuts, spread in shallow pan and bake in moderate oven (375° F.) 15 to 25 minutes, stir often. Spread on brown paper, salt. A treat!

MAYONNAISE MUFFINS

Sift 2 cups of flour with 3 teaspoons baking powder and $\frac{1}{2}$ teaspoon salt. Gradually add 1 cup milk to $\frac{1}{2}$ cup Real Mayonnaise and 1 teaspoon Best Foods Mustard with-Horseradish. Stir liquids into flour mixture only until flour is moistened; mixture will be slightly lumpy. Grease muffin tins with melted Nucca margarine and fill two-thirds full. Bake in hot oven (400° F.) 15 to 20 minutes. Men love 'em!



IN THE WEST

IN THE EAST

America's Largest-Selling Mayonnaise



WE'D LIKE YOU TO MEET VIRGINIA FELLER, wife of the famous big league pitcher and ex-Navy gunner. Here she is at home in Waukegan, Ill. with their two sons, Stevie, 3, and Marty, 1. We'd like you to meet the Fellers because in many

ways they are typical of the 10½ million new families that have appeared on the American scene during the last 8 years. In these inflated times they all have this one great problem—how to get the most for the money they must spend.

To the girl who married Bob Feller

Dear Mrs. Feller:

Have you ever wondered what happens to the money you spend for groceries? As one woman to another, I think you have every right to know.

You, and the millions of others who bought our products last year, helped build General Mills' sales to a record \$458,473,576. Where did this money go?

Most of it went to suppliers of raw materials and services needed to make our products. We paid them \$389,628,821—85% of our "sales income"—in exchange for their grain, bags, cartons, transportation and so on.

The second largest share of sales income—about 9%, or \$42,166,799—was paid in wages and salaries to the 12,000 men and women who "run the business." This figure, by the way,

was 7 times as large as the share that went to our 13,000 stockholders.

Profits, as usual, were under 3¢ on each dollar of sales. Less than half of these earnings went to our stockholders; the rest was reinvested in the business. (For a breakdown of our sales dollar, see chart at right.)

In closing, Mrs. Feller, let me assure you that we here at General Mills are doing everything we can to see that you and all the homemakers of America get full value for every penny you spend for our products.

Sincerely,

Betty Crocker



KARL MARX CONTINUED

did not really believe his theory of Germany's racial superiority and its consequent destiny to rule the world.

Trotskyites and other anti-Stalin socialists say that the Soviet dictator has betrayed Marxism in favor of Russian nationalism by "abandoning the world revolution." This was a plausible assertion in the 1930s, during the era of the "popular front." At the moment, however, proof that Stalin has really abandoned the revolution would be received with considerable interest in Rumania, Bulgaria, Hungary, Greece, Albania, Czechoslovakia, Poland, Germany, Italy, France, China, Korea and Indonesia—to name only the places where Communists are operating most openly and successfully.

It is true that Lenin and Stalin have gone well beyond Marx in their "interpretations" of Marxism. This has been acknowledged in the naming of the official Soviet philosophy, which is now officially called Marxism-Leninism-Stalinism or sometimes just plain Stalinism. But the Lenin-Stalin additions have been precisely that: additions. The Kremlin has never denied or renounced anything that Marx wrote.

The fact is that Marx, sneering at other socialists' intricate utopias, took little interest in detailing what would happen after the revolution was won. But he did predict a "dictatorship of the proletariat" and considerable inequality during the "long and painful travail" in which the stateless, classless society would be brought to birth. This has been quite enough foundation on which to build Russia's monstrous party dictatorship and its highly privileged class of party members.

In sum, Russia's rulers say they believe their Marxist creed; they act as if they believe it; they stand to gain enormous confidence by believing it. Time and again Lenin and Stalin and the lesser Soviet leaders have echoed and rephrased the words of Karl Marx which proclaim the impossibility of any lasting, live-and-let-live compromise between the Communist and democratic worlds. "The Communists . . .," wrote Marx and Engels in 1848, "openly declare that their ends can be attained only by the forcible overthrow of all existing social conditions . . . For us it cannot be a question of changing private property but only of its destruction, not of glossing over class antagonisms but of abolishing classes, not of bettering the existing society but of founding a new one."



WELSH GIRL MINEWORKERS (above) were among those whose lives were blighted by miserable working conditions in capitalism's early years. Such exploitation of labor appeared to confirm Marx's theory that the "class struggle" was inevitable. But Marx did not foresee that social security would be expanded and wages and working conditions vastly improved without the proletarian revolution which he prescribed as the workers' only hope.

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Your baby looks to you to guard his tender skin from discomfort.

Handle his thinner baby skin with gentlest care



You keep his tiny fingernails clipped short and gently smooth. His skin is so tender that even those soft, baby nails can scratch and tear it. His skin actually is thinner and more sensitive, you know, than a grown-up's. Recent tests show that it would be hurt and injured sooner. He trusts you to give his delicate skin your very gentlest care.

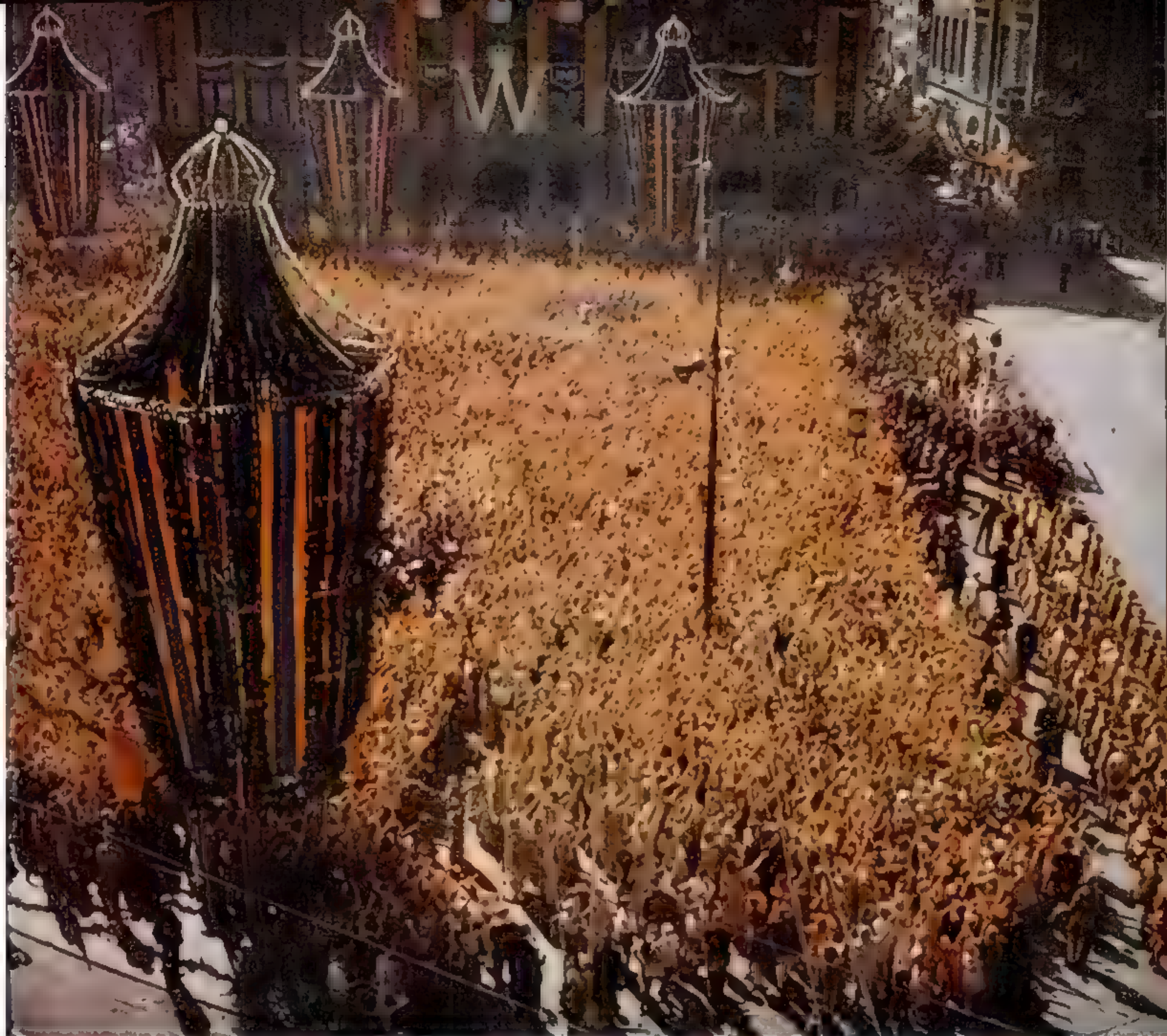


Even during your busiest hours you find time to change him, to keep that tender skin dry and comfy. If your baby is under 6 months, try lining his diapers with 20 or more fluffed up sheets of soft, absorbent ScotTissue. You won't have so many complete diaper changes. Just remove and flush away soiled tissue. It saves laundry and keeps baby just as dry.



More mothers every day are finding the ideal combination of "tender skin" qualities in ScotTissue. It's downy soft to prevent chafing . . . instantly, cleanly absorbent yet strong enough to avoid shredding. You can depend on ScotTissue's gentle cleansing to help you care for your baby's tender skin now—to help train him properly later on. Trade Mark "ScotTissue" Reg. U. S. Pat. Off.

ScotTissue is soft as old linen



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WILHELMINA GETS AN ORANGE CHEER

Holland glows with royal colors

Anyone who thinks Holland's royal House of Orange has no connection with the color of the same name should have been in Amsterdam on Aug. 31. Workingmen wore orange rosettes in their button-holes. Orange posters lined the streets. Trees were decorated with orange lights, and orange lanterns were strung across the canals. Haberdashers sold thousands of orange neckties. And before the royal palace in Amsterdam's Dam Square 19,000 people waving orange flags (above and right) paid tribute to Queen Wilhelmina, who was abdicating in favor of her daughter Juliana after a reign of 50 years.



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BOBBY LAYNE, JOHNNY LUJACK AND SID LUCKMAN (LEFT TO RIGHT) SHARPEN PASSING ACCURACY BY THROWING THREE FOOTBALLS AT ONE AUTOMOBILE TIRE

THE THREE BEARS

Layne, Lujack and Luckman team up
to rain passes on Chicago opponents

The scare which the talent-happy Chicago Bears, seven times league champions, throw into other National League football teams is thoroughly justified this year for three good reasons. In Bobby Layne, Johnny Lujack and Sid Luckman (*above*) Chicago has the most forward-passing talent ever concentrated on one squad. The Bears were dangerous enough with only the 31-year-old Luckman, who in 10 years has established a reputation as professional football's brainiest passing quarter-

back. Now Chicago's opposition must cope not only with Luckman but with Rookies Layne (from Texas) and Lujack (from Notre Dame), both of whom were among last year's finest collegiate passers. All three starred as the Bears opened their league season on Sept. 26 by grinding out a 45-7 victory over the Green Bay Packers. But the old pro, Luckman, continued to be the No. 1 quarterback. He is still the only one familiar with all of the 387 plays in Chicago's complicated offensive.

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WORLD FAMOUS MEN'S SOCKS ★ WOMEN'S PROPORTIONED STOCKINGS ★ LUXITE UNDERTHINGS, SLEEPWEAR and GIRDLES.

The Three Bears CONTINUED



JOHNNY LUJACK (left) gathers in one of the three passes he intercepted in Green Bay game. A great defensive player and ball-carrier, Lujack left all the passing in this game to Luckman and Layne, who threw three for touchdowns.



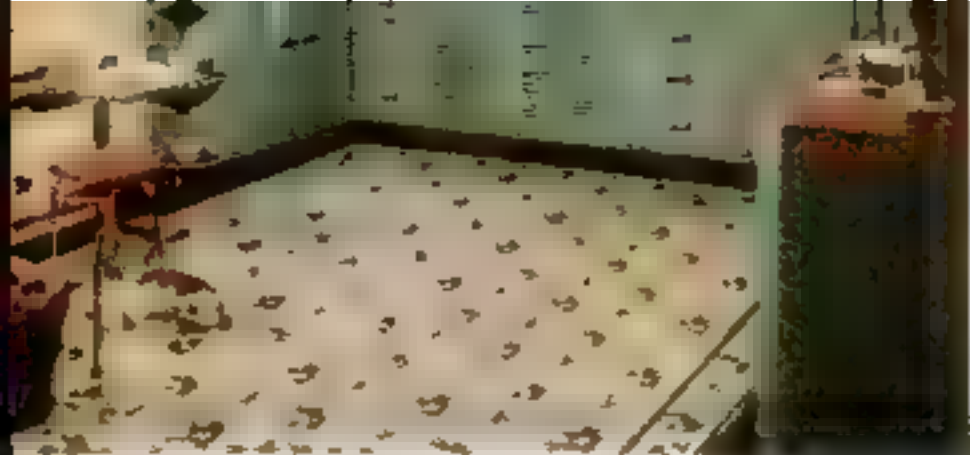
SID LUCKMAN, now an oldtimer of 31, leans wearily on a goal post to watch the Bears practice. He hopes to play at least a few more seasons, by which time either Lujack or Layne will be ready to step into his shoes and run the team.

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— INCOMPARABLE BLEND OF NATURE AND SKILL—BY MEN WHO PLAN BEYOND TOMORROW —

This Whisky is Six Years Old—86.8 Proof. Seagram-Distillers Corp., N. Y.



*First to give you the modern
enamel surface rug...*
GOLD SEAL CONGOLEUM



FAMOUS FIRSTS BY ...FOR EVERY HOME



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CONGOLEUM

*Where you want super-
service... gay color... lots of
wear for little money!*

Water your bathroom floor first into
broom, then kitchen floor into broom,
and finally into your Congo-um floor.
Congo-um is the best enamel
surface floor covering tests so far
shows scores, makes cleaning quick
and simple. Just mop it on, then
needed! Moiré from room to room
you ask. As for wear, Congo-um gives

you a new floor at half the cost and half
the wear. It's a new floor in thickness to
show the best floor in the world.
Here, Congo-um is a really great
first. By Congo-um Name, the top
one in floor and wall coverings. See
Congo-um Company for the best pat-
terns and colors. The Congo-um floor
is the same as the one you see in the
Congo-um Company.

First with the finest floor and wall coverings



*First to make inlaid linoleum with
superior built-in felt backing...*
NAIRN INLAID LINOLEUM



*First to bring you a great new
low-cost wall covering...*
CONGOWALL

CONGOLEUM-NAIRN EVERYWHERE!



See 20 other ideas plus 10 more in full color. Send 10¢ for color catalog. Room Remodeling in Full Color 1967 to Congoleum-Nairn Inc., Dept. 18, Kearny, N. J.

**NAIRN INLAID
LINOLEUM** *where you
want the beauty and permanence
of fine linoleum!*

For a beautiful enduring custom-made floor, nothing matches Nairn Inlaid Linoleum. The design is just as you choose—dramatically curved, crisp, tapered, tailored wall to wall to suit your room. The radiant colors go through to the core—last as long as the linoleum itself. And there's more to the story of beautiful Nairn. It was first with Color coordination

in linoleum (that means smartly blending color schemes for floors, walls, sick and counter tops). And first with the superior built-in felt backing—that means easier, better, more secure installation. It takes the experience of Congoleum-Nairn, America's oldest linoleum maker today—to bring you Nairn, the finest of genuine laid and inlaid.

CONGOLEUM-NAIRN INC.

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FLOOR AND WALL COVERINGS NAIRN LINOLEUM
NAIRN ASPHALT TILE • CONGOLEUM • CONGOWALL

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Proudly presenting the superb new

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MAKERS OF WORLD'S GREATEST LIGHTER

Your two most constantly used personal appointments now trimly, beautifully, streamlined into one.

At your fingertips — combined in the unique, space-saving "two-in-oneness" of the Penciliter — lie years and years of trouble-free lighting and writing service.

At one end is the World's Greatest Lighter. It features the famous, patented Ronson safety-action — now engineered for smoother-than-ever response at the touch of your thumb.

Press, it's lit! Release, it's out!

At the other end is the finest, best balanced pen cil you ever put to paper. No effort has been spared to make it equal the Ronson lighting action in mechanical precision.

Here is a happy combination . . . a double-duty masterpiece . . . *gold-filled, not simply for beauty, but for enduring perfection of performance.

FUN . . . EXCITEMENT . . . Tune in on Ronson's 20 Questions every Saturday night (Sunday night, Pacific Coast), Mutual Network.

RONSON NOW ON TELEVISION in many principal cities.

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\$15. (PLUS TAX)



SEED PELLETS ARE STREWN FROM PLANE OVER THE BARREN FOOTHILLS OF SOUTHERN IDAHO. PELLETS SPREAD OUT AS THEY FALL, LAND ABOUT A FOOT APART

NEW GRASS FOR THE WEST

Seeds packed in clay may solve the problem of restoring the rangelands

The most ambitious attempt yet made to restore grass to the denuded rangelands of the West is a newly devised system of planting seed from the air (*above*). Pouring from the plane are small pellets of dry clay, each containing a few seeds of grass or clover. The pellets are heavy enough to fall in a regular pattern without being scattered by air currents. Once the seeds are on the ground, the clay protects them from rodents and birds. In some cases fertilizer has been put into the pellets to speed the growth of the seeds.

The western rangelands, where thick grass once stood waist deep, have been so badly damaged by a century of overgrazing that the livestock economy of the region is threatened. Western watersheds have also been seriously damaged by the loss of

their vegetative cover. After futile attempts to restore the land by other systems of reseedling, the U.S. Department of the Interior turned in 1946 to the pellet method. The idea, suggested by Dr. Lytle S. Adams of Phoenix, Ariz., was based on the observation that seeds eaten by wild rabbits and left in their droppings sprouted sooner than other seeds. Adams, who obtained government support during the war for a plan to destroy Tokyo with tiny incendiary bombs attached to bats (*LIFE*, Feb. 16, 1948), was given enough funds to reseed 90,000 acres in Arizona, Wyoming and Idaho during the last two years. The first results, promising if not conclusive, have so impressed Congress that a \$200,000 appropriation was made to test the method this year in other western states.



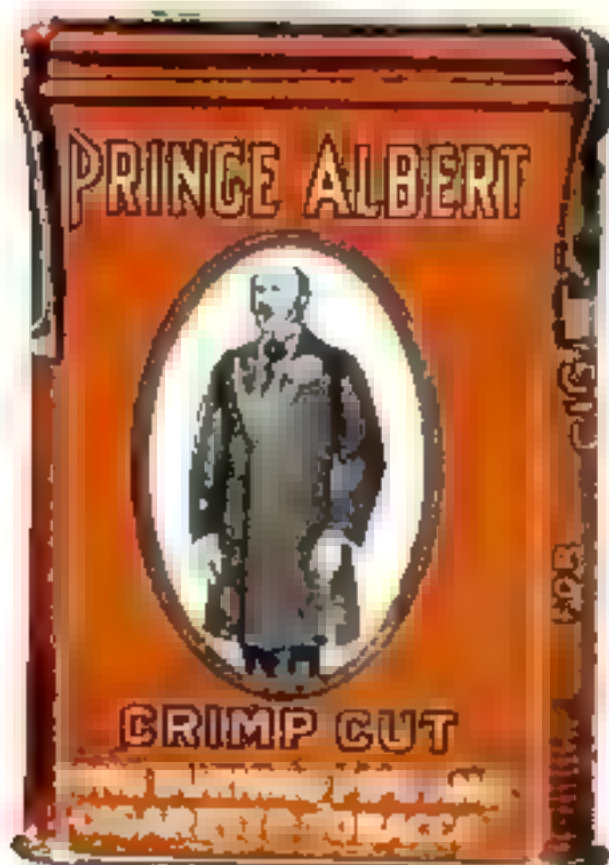
SEED PELLETS fresh from molding machine (*next page*) are inspected for uniformity by inventor Adams.

He's learning fast—
he's got P.A.*

● He's learned that a woman appreciates a man with Pipe Appeal—that extra something that distinguishes a pipe smoker. And he knows that with Prince Albert in his pipe, he's got a mild, tasty smoke.

P.A.* means **P**ipe **A**ppeal
means **P**rince **A**lbert

NEW HUMIDOR TOP
Looks Out the air—
Locks in the Freshness and Flavor!



When you pack your pipe with P.A., you're sure of getting a smoke that's really mild, really rich tasting. Prince Albert's choice, crimp cut tobacco is specially treated to insure against tongue bite. No wonder P.A. is America's largest-selling smoking tobacco!

R.J. REYNOLDS TOBACCO COMPANY, WASHINGTON, D.C.

"P.A.'S COOL CRIMP CUT
IS JUST RIGHT FOR
CIGARETTE 'MAKIN'S'"



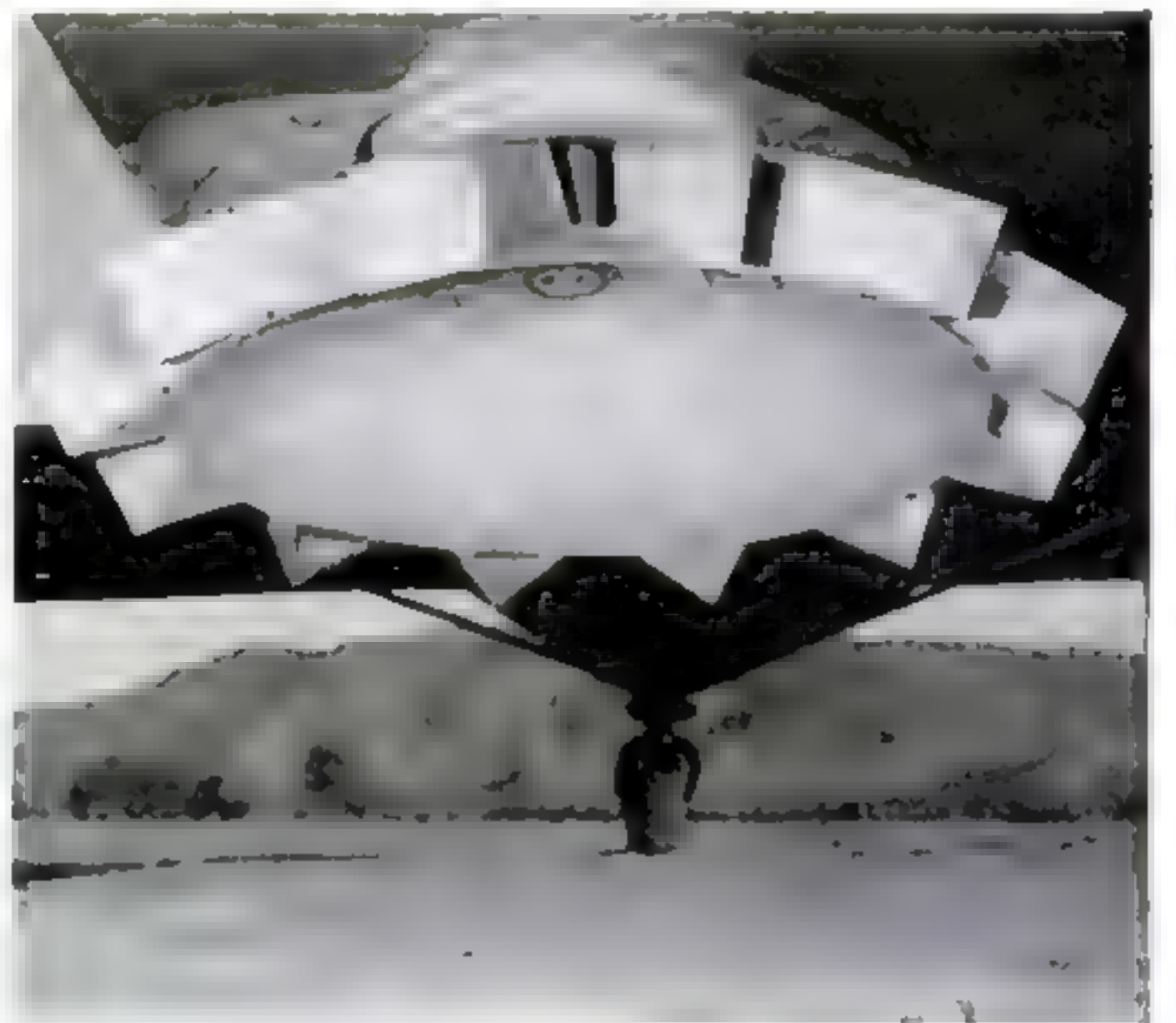
The National Joy Smoke



HUNGRY COW in Arizona has had to eat cactus for lack of grass. The worthless range on which it forages can be restored only by artificial seeding.



PELLET FACTORY, set up on the open range, is bulky, motor-driven machine whose turning wheels roll the moist mixture of clay and seeds into balls.



SEED DISSEMINATOR used on some of the planes has vents which scatter the seed pellets and distribute them evenly over the acreage to be planted.

CONTINUED ON PAGE 87



He made the Frontier a Good place to Eat

On time or late, travelers in the '70's could count upon one thing with absolute certainty. Their meals along the way would be the worst imaginable. In 1876, young Fred Harvey opened his first restaurant in Topeka and astounded patrons with tempting dishes excellently cooked and superbly served. Soon Harvey hotels and restaurants followed Santa Fe rails across half a continent. Then came the dining car making train passengers in America the best fed on Earth.

In that same year of 1876, Budweiser came into being and quickly took its rightful place beside the best that cooking skill had to offer. As yesterday, so today, every sip tells you why it is something more than beer—a tradition in hospitality.



Budweiser

TRADE MARK REG. U. S. PAT. OFF

ANHEUSER-BUSCH... SAINT LOUIS

REAL NORTH WOODS FLAVOR

...that's **LOG CABIN!**



Some places you'll find Log Cabin back in its familiar tin — other places it's waiting for you in a lovely "Early American" bottle, a copy of an antique Waterford decanter. A Product of General Foods.



*How about waffles 'n
Log Cabin this Sunday?*



SIGNALMAN mounted on horseback uses a flag to guide pilot in laying down the pellets in 250-foot swaths. The plane can reseed about 100 acres in an hour.



RESULTS of reseeding show in timothy grass which has grown among weeds. Examining sprigs are Dr. Adams (*left*) and G. L. McCollm, U.S. conservationist.



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Win. W. W.

1. [https://www.who.int/news-room/feature-stories/detail/who-announces-new-antibody-test-for-covid-19](#)
2. [https://www.who.int/news-room/feature-stories/detail/who-announces-new-antibody-test-for-covid-19](#)
3. [https://www.who.int/news-room/feature-stories/detail/who-announces-new-antibody-test-for-covid-19](#)



Family Portraits

THEY ILLUSTRATE CHANGING STYLES IN AMERICAN LIFE

The Thompson Picnic

In *Picnic Party near Mount Mansfield, Vermont*, Jerome Thompson painted his family and friends. The man at right may be Edgar Allan Poe or Hawthorne.

One of the big events in a prosperous American home during the last century was the day when a family portrait painter came to call. Every family member, from grandparents to the youngest infant, was combed and dressed in his Sunday best. Tight collars and tight corsets were bravely endured. The family foregathered in the drawing room or parlor where the artist waited with his easel, brushes and tubes of paint spread out like a rainbow. He posed the family in what he considered to be artistic attitudes. Elder members of the household held a central position. Children were optimistically commanded to hold still. At the first sitting the painter, of course, could make only a rough beginning. But having planned his composition, he could pose and paint individuals separately at a later time and fill in the details of costume and furniture at his studio. Part of the value of a family portrait was the background it included, which was always the best room in the house, dusted and polished for the occasion. Later, hung in a place of honor, the portrait became a proud symbol of the family's wealth and respectability, and more important, of its loyalty and love.

The seven paintings on these pages appeared in a show of family portraits hung at the Portraits Inc. gallery in New York City. They constitute a significant record of a change in American social history. The largest family groups occur in the older paintings, like the portraits of the Hatches and the Astors. In recent years the groups have grown much smaller. Families

themselves are getting smaller. They are often scattered all over the country and cannot get together for a group portrait. Moreover, as more and more wealthy families close their houses and retreat to city apartments, there is less wall space on which big portraits can hang. Modern portraits are usually limited to one or two children sometimes grouped around the mother, and there is no emphasis on home backgrounds. There is more emphasis on individual portraiture and far less on the family as a close-knit unit.

With a few exceptions—notably John Singer Sargent—the older painters are not now well known but plied their trade in a businesslike way without much thought of fame. Some were homespun Americans like Jerome Thompson (*below*), who taught himself to paint on Cape Cod, went to Rome to copy old masters, came back home to do rustic groups and some highly popular art which bore titles like *The Brigand's Daughter* and *Chastity*. Some, like the Italian Rossi, painter of the Astors, were imports who enjoyed a temporary vogue because they were able to impart a European elegance to their subjects. One of the best-paid artists was Eastman Johnson, who painted the Hatch family (*opposite, below*) at \$1,000 per head, big or little. Johnson was a slow and artful workman. When he started the portrait there were 14 Hatches. Before he was finished he received a telegram from Mr. Hatch: "Another baby girl born. You have another \$1,000 coming to you." Johnson added the newest Hatch, got his extra \$1,000.



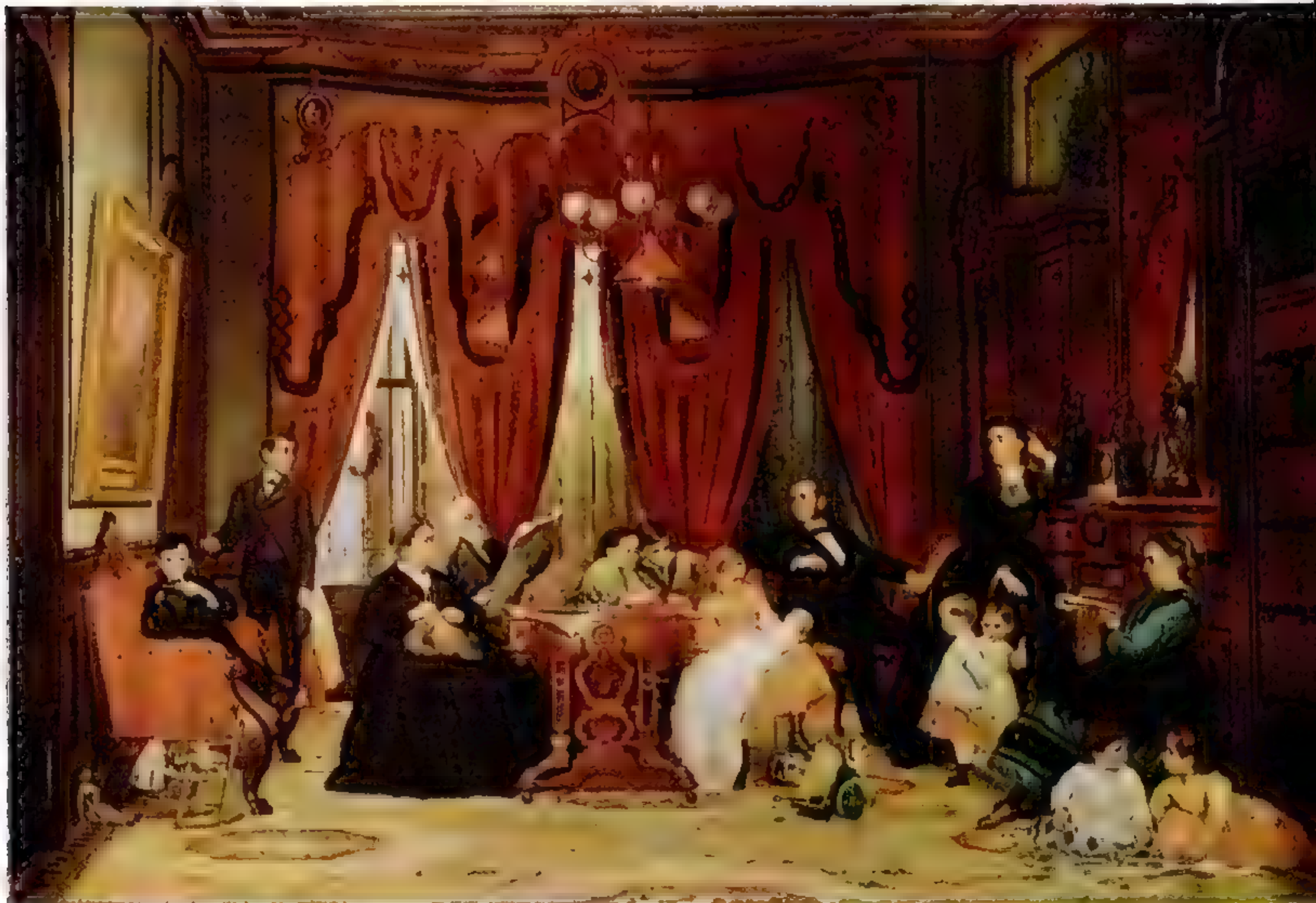
The Stehls of Zurich

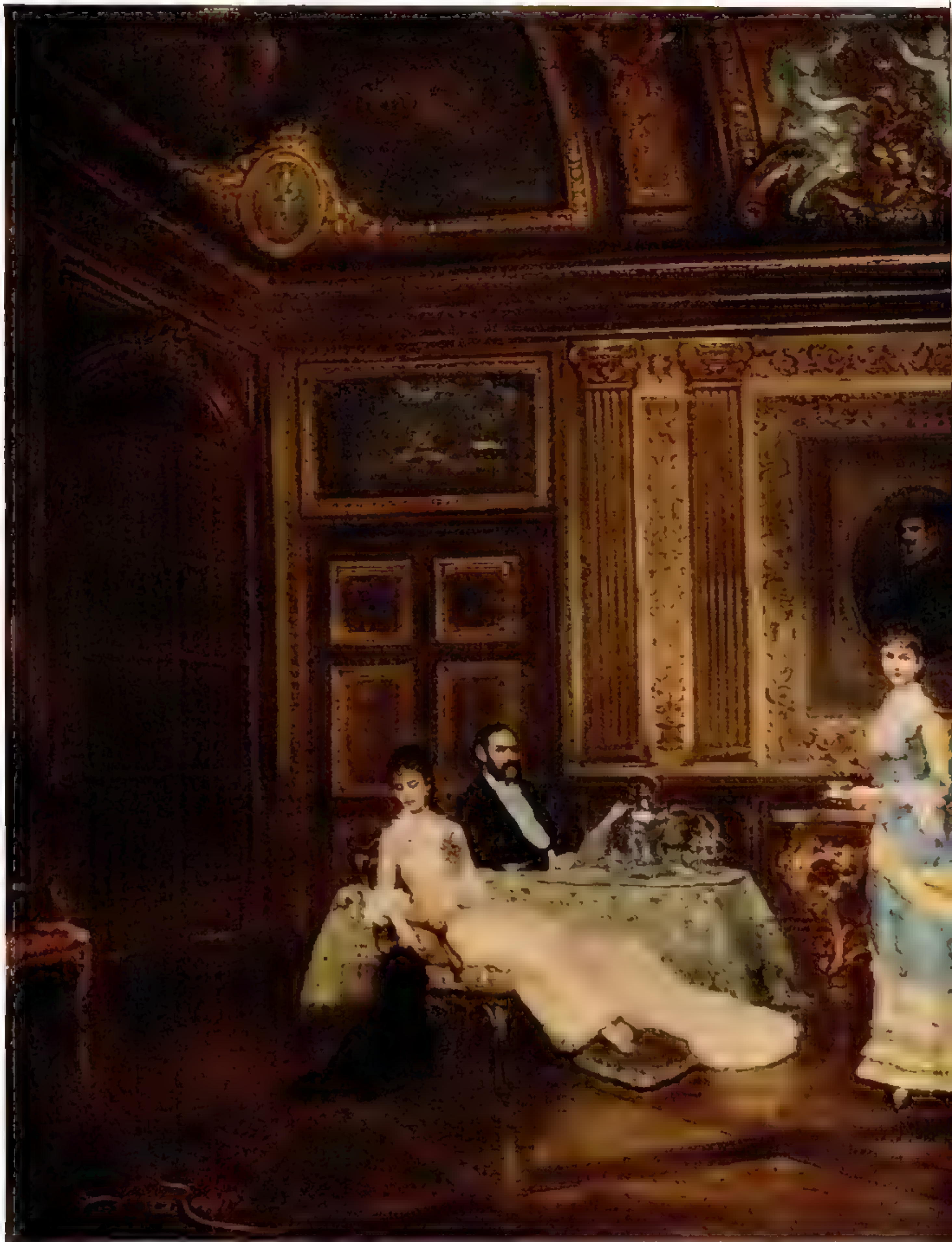
These five children of a silk tycoon of Zurich, Switzerland were painted in 1874 by Dietler Horne. The boy in black velvet suit, Emil Stehl, came to America and made Stehl a big name in U.S. silk business. The portrait now belongs to his widow, who lives in New York City.



The Hatches of New York

Three generations of the Hatch family gather in this Victorian library in the home of Alfred Hatch (seated at desk), president in 1883 and 1884 of New York Stock Exchange. Eastman Johnson painted this in 1871, got \$1,000 a head for every Hatch, including the newborn baby.





The Astors of New York

The family of multimillionaire William Astor was painted by Lucius Rossi about 1870 in the gilt-trimmed salon of their Fifth Avenue mansion, which stood on present site of Empire State Building. From left to right the eldest daughter, Emily; William

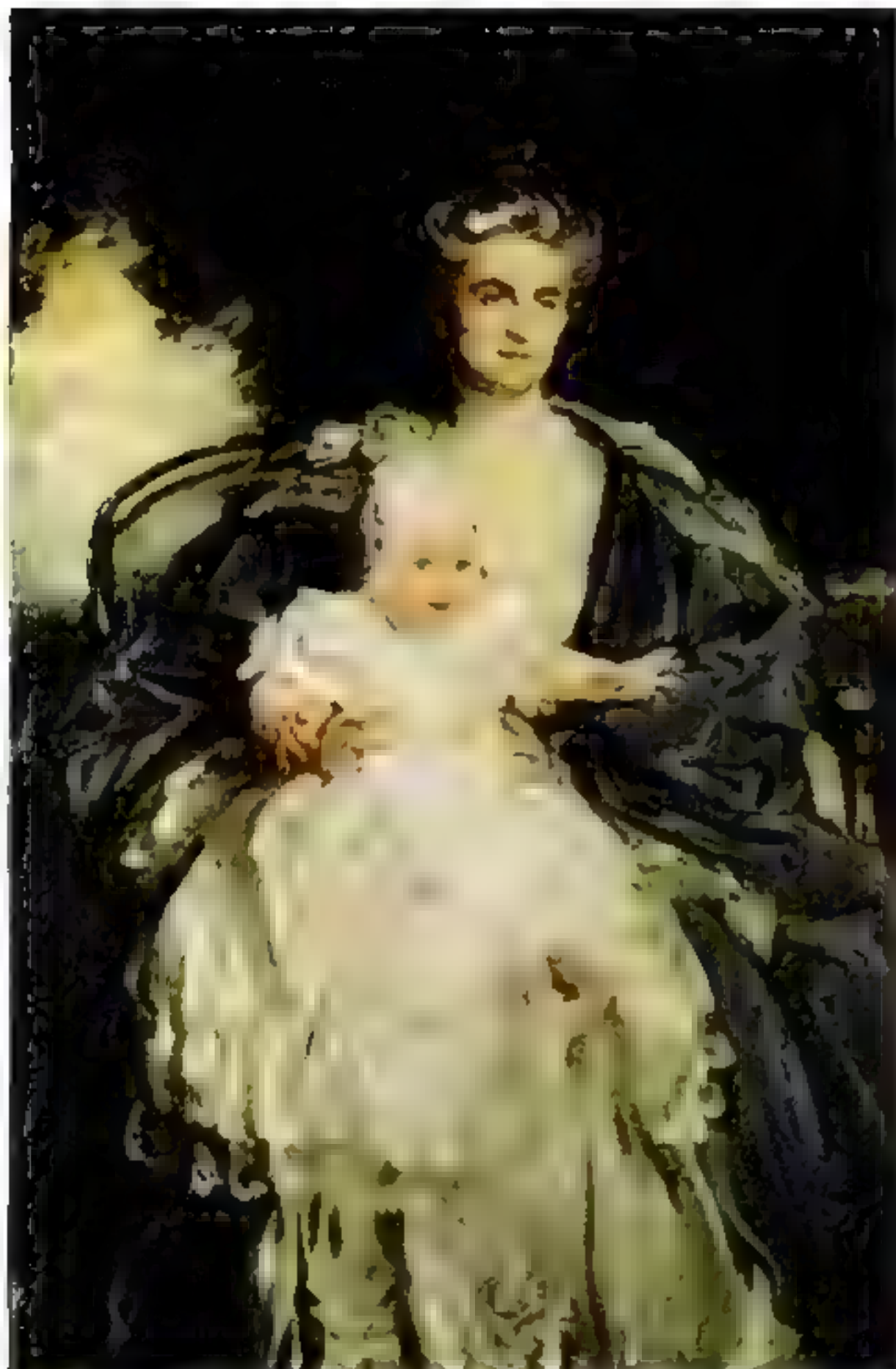


Astor glowering over his newspaper; daughter Helen, who married James Roosevelt Roosevelt, F.D.R.'s elder half brother; John Jacob Astor, who was lost in the sinking of the *Titanic*; Mrs. William Astor, an arbiter of New York society,

and youngest daughter Caroline, Mrs. Marshall Orme Wilson, the last survivor, who died only last month. One daughter, Charlotte Augusta, was omitted from painting, probably because the family disapproved of her having been divorced

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Family Portraits CONTINUED

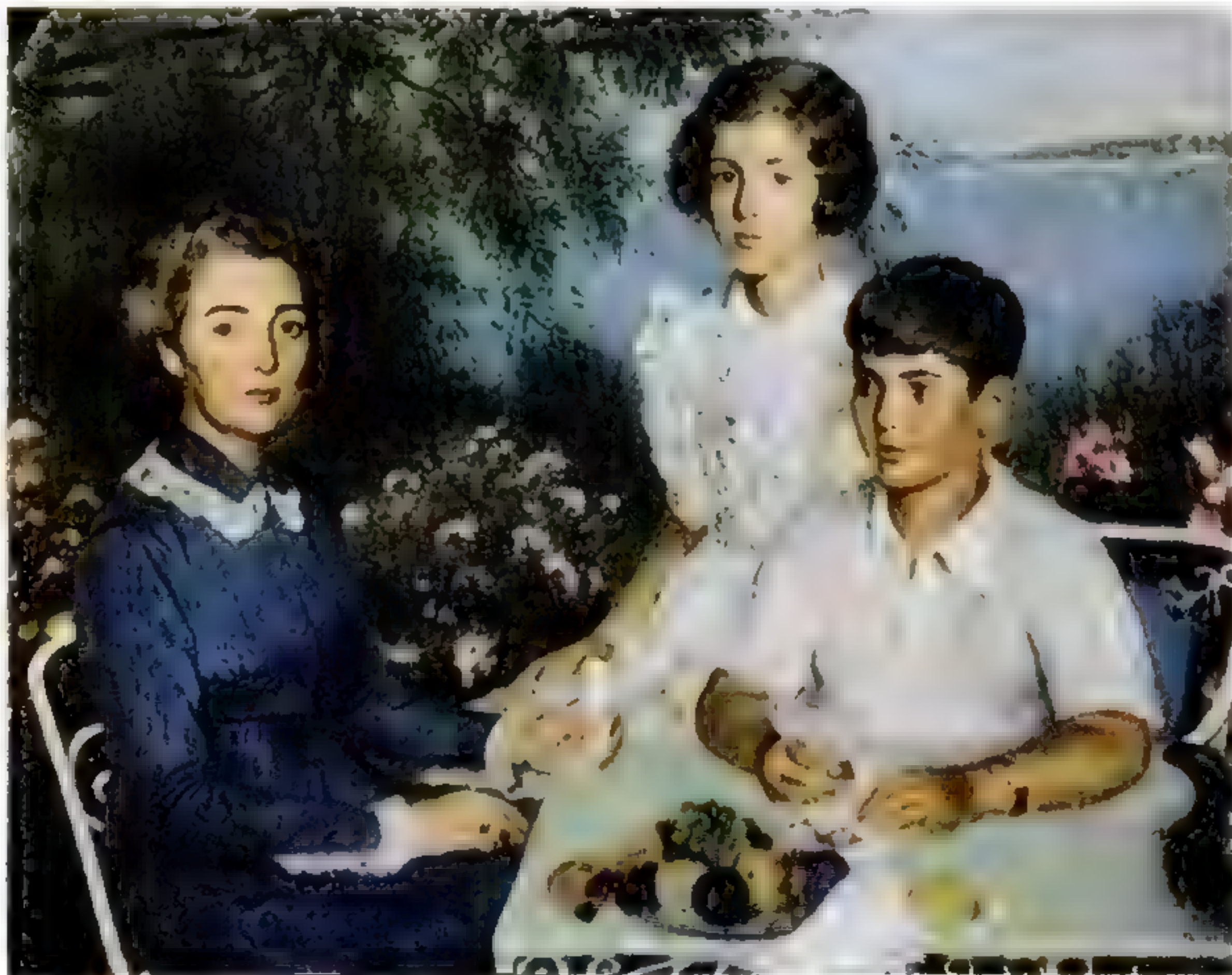


Mrs. Saint-Gaudens and Son

Mrs. Augustus Saint-Gaudens, wife of noted U. S. sculptor, sat for this portrait of herself and son in 1890 by John Singer Sargent. To keep young Homer from squirming she had to read aloud. In return for this work, Saint-Gaudens did a bas-relief of Sargent's sister, Violet.

Mrs. Phipps and Grandson

Mrs. Henry Phipps, wife of a Pittsburgh steel magnate, was painted in 1907 by Sargent. On her knee is her grandson, Winston Guest, now a socialite and international polo star.



Mrs. Doubleday and Children

Mrs. Nelson Doubleday, wife of the publisher, was painted by John Koch at her Oyster Bay home on Long Island. She plays a game of gin rummy with her son, Nelson Jr., while her daughter, Neltje, looks on.

"What's beneath their beauty
is more exciting still..."

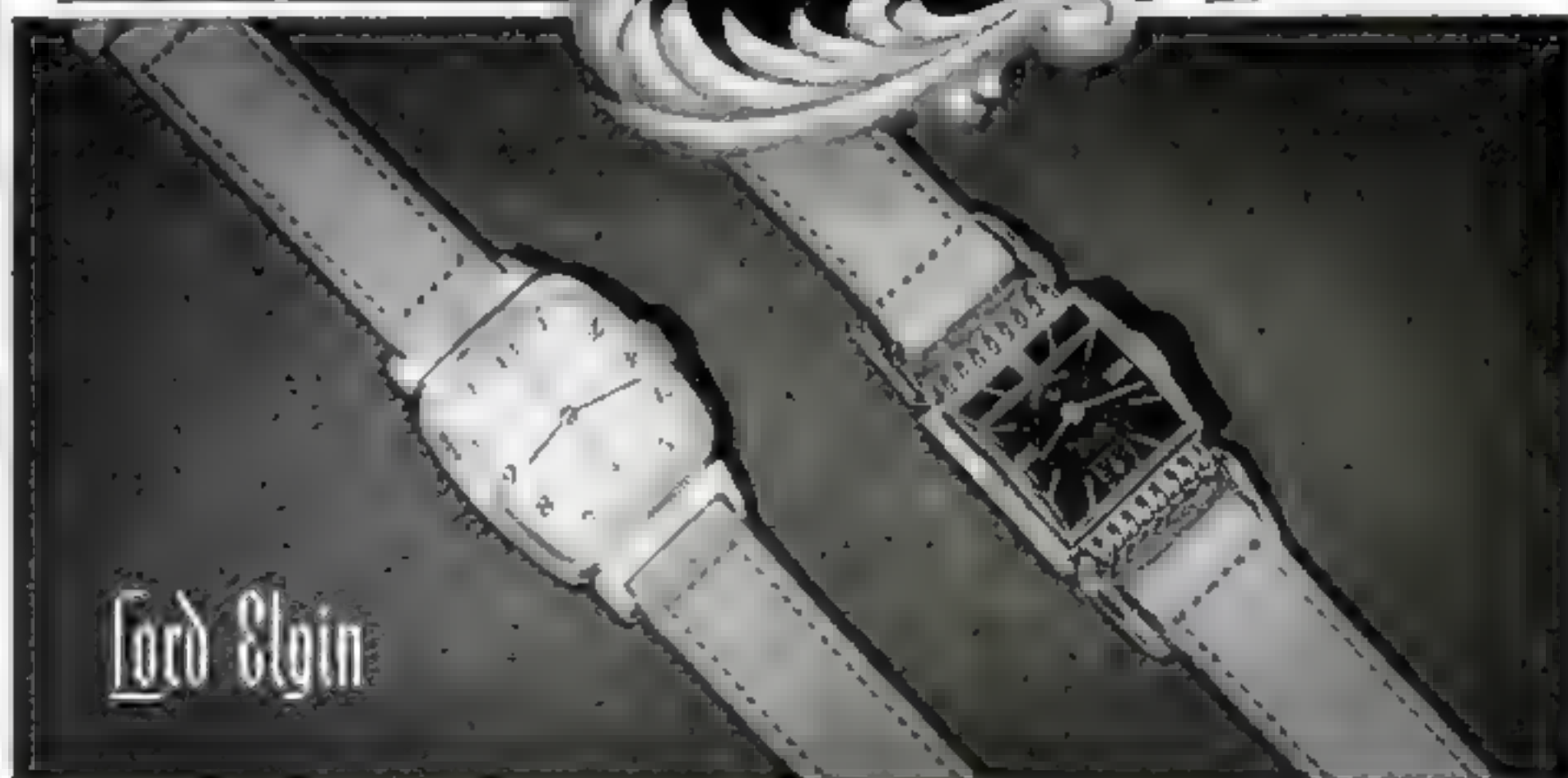
said ANN DELAFIELD

when told the story of the new

DuraPower Mainspring in

ELGIN Watches

"BEST-DRESSED WOMAN"
Miss Delafield is the brilliant
director of the
DuBarry Success School



Superbly styled, the new Elgin Watches are exciting to see! Beautiful beyond compare. But there's an *inside* story that impressed Miss Delafield as "more exciting still"

For the first time in any watch—a mainspring that holds its original watch-running power for constant accuracy through the years. A mainspring that will *never* rust—and rust is the greatest cause of breakage. The miracle DuraPower Mainspring actually eliminates 99% of all watch repairs due to steel mainspring failures. And you get at no extra cost this latest achievement of America's creative and productive genius.

Make sure of your loved one's *continued* happiness from your gift. Look for the DuraPower symbol "dp" on the dial and choose from the beautiful new Elgin Watches your jeweler is showing. He now has more of them. They're the smartest watches to wear—they're the smartest to buy . . . for Elgin Watch beauty is more than "skin-deep".

Lord and Lady Elgins are priced from \$67.50 to \$5000.00. Elgin De Luxe from \$47.50 to \$65.00. Other Elgins as low as \$29.75. All prices include Federal Tax

*Made of "Elgiloy" metal. Patent pending

ELGIN watches
TIMED TO THE STARS!

The genius of America * * to wear on your wrist

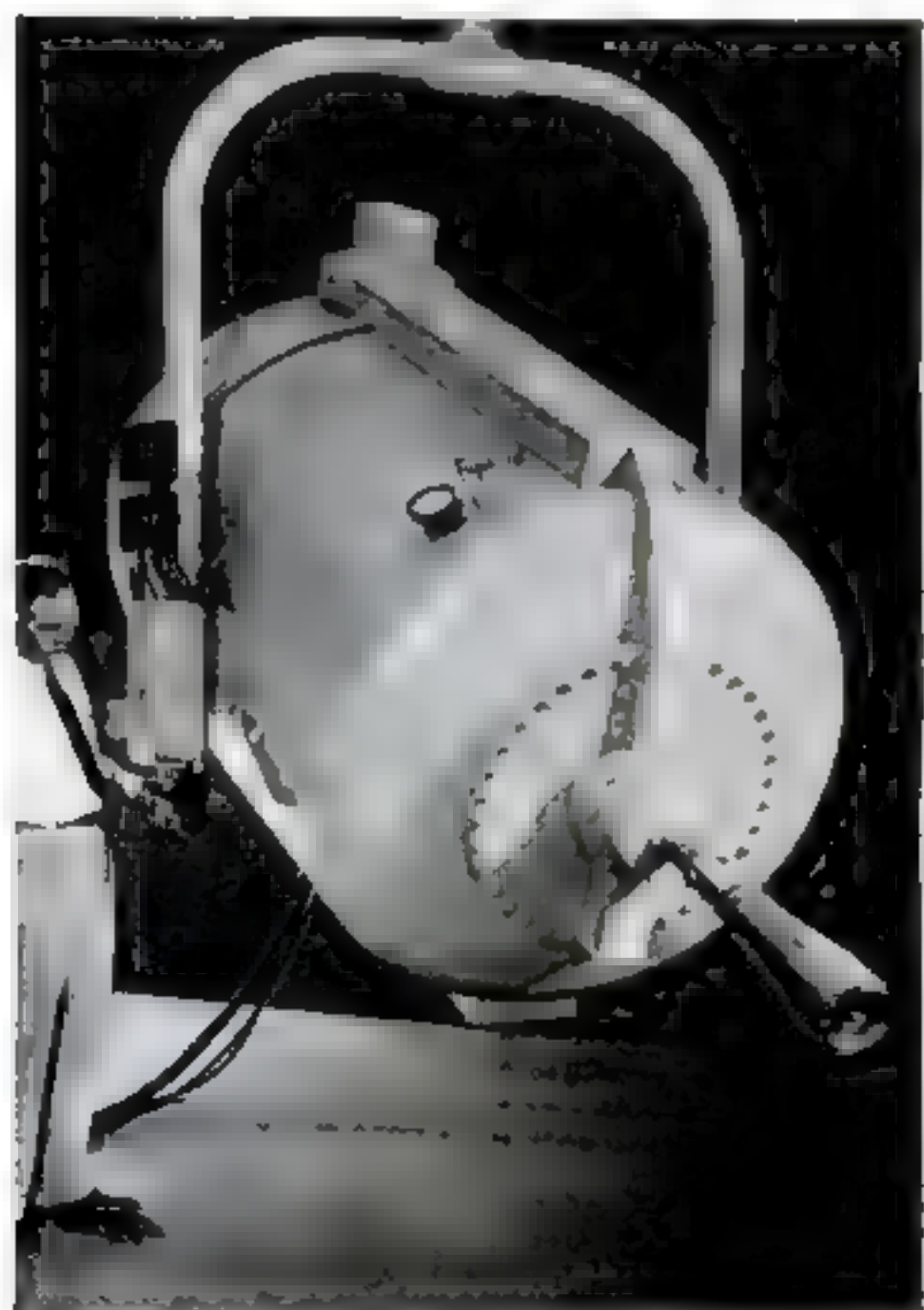
Hear Elgin's "2 Hours of Stars" Thanksgiving Day. • NBC Network



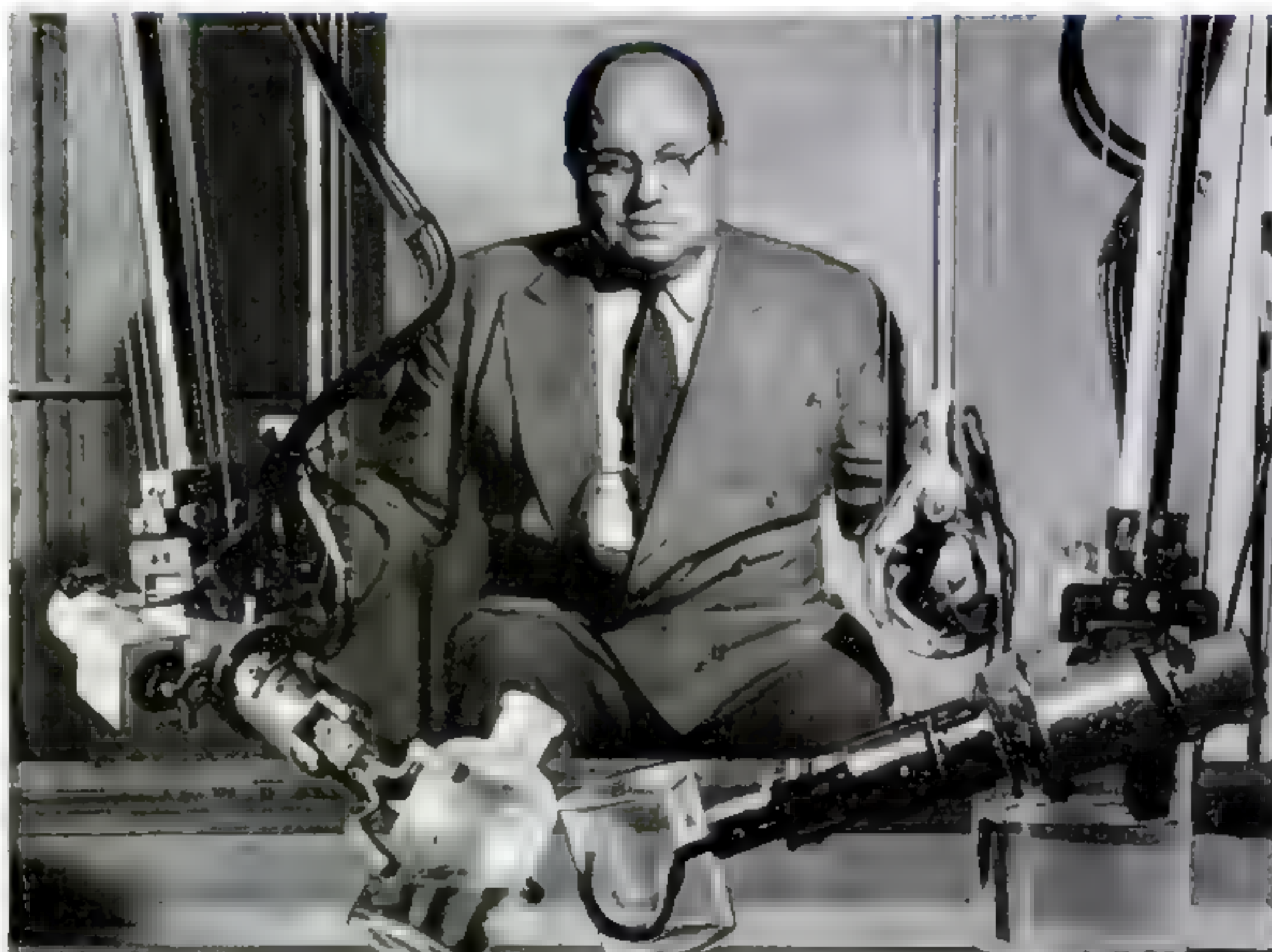
Our aim is to give you more than you expect



"Daylight television." A new television tube developed through General Electric research and engineering gives brighter pictures. You can see without sitting in the dark.



Giant x-ray . . . This is a 2-million-volt x-ray unit developed by General Electric for industrial use. G-E scientists and engineers have pioneered x-ray for both industry and medicine.



Hands for atomic research . . . Designed to permit safe handling, from a distance, of radioactive materials, these mechanical hands were developed in the course of the General Electric Research Laboratory's work on atomic energy.



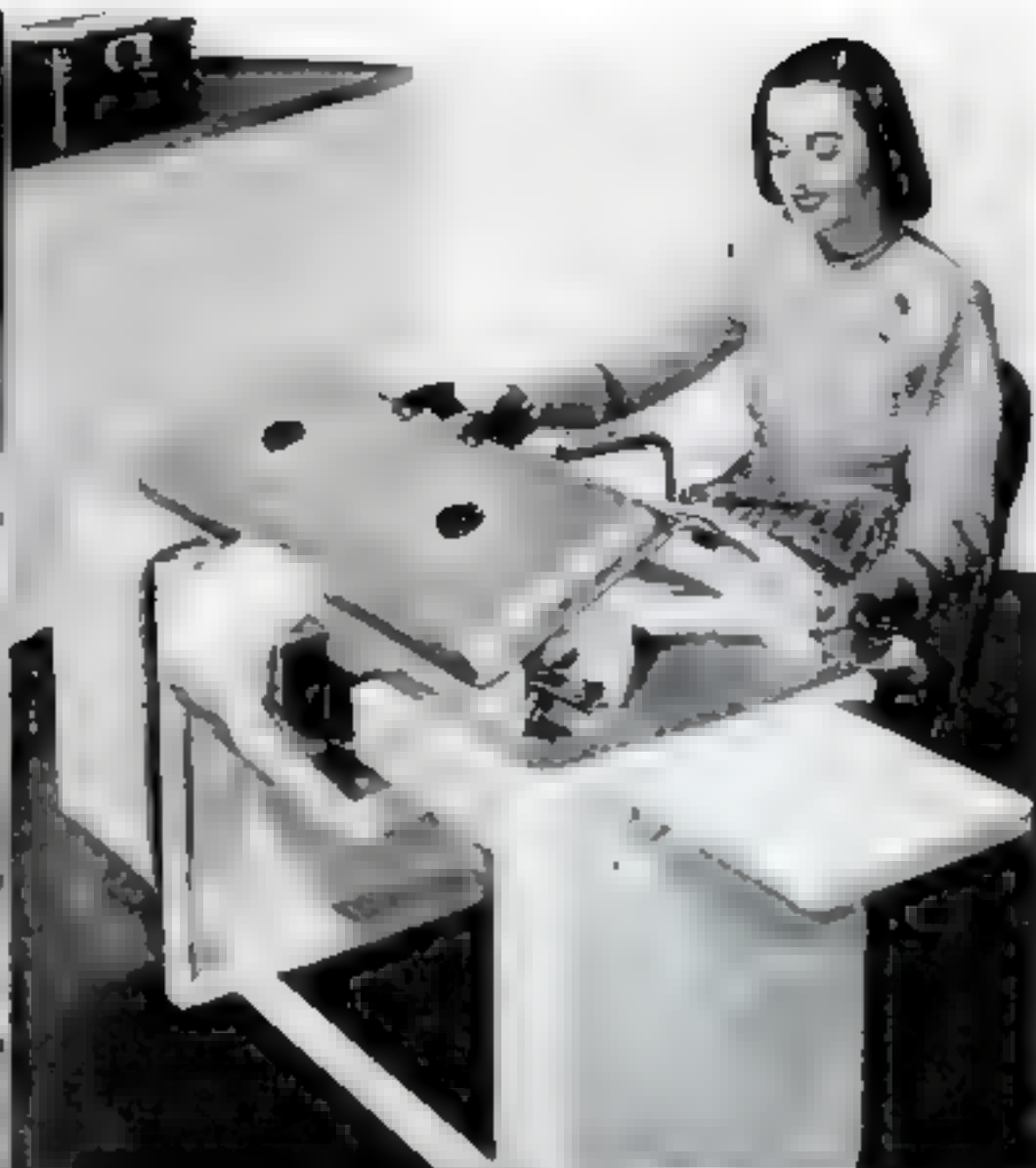
Brighter lamps . . . General Electric makes over 10,000 different types and sizes of lamps. G-E research and engineering are continuously at work to improve them.

...through FUNDAMENTAL RESEARCH

Exploring the unknown at General Electric has led to such startling developments as the first practical x-ray tube . . . fluorescent lighting . . . ways to precipitate rain and snow . . . better ways to light cities, to drive ships and trains . . . and other contributions to the comfort, safety, and well-being of mankind. At General Electric the largest staff of scientists and engineers in industry works to find new facts in such fields as electronics, chemistry, aerodynamics, nuclear physics. You benefit from this research through General Electric products made to serve you faithfully.



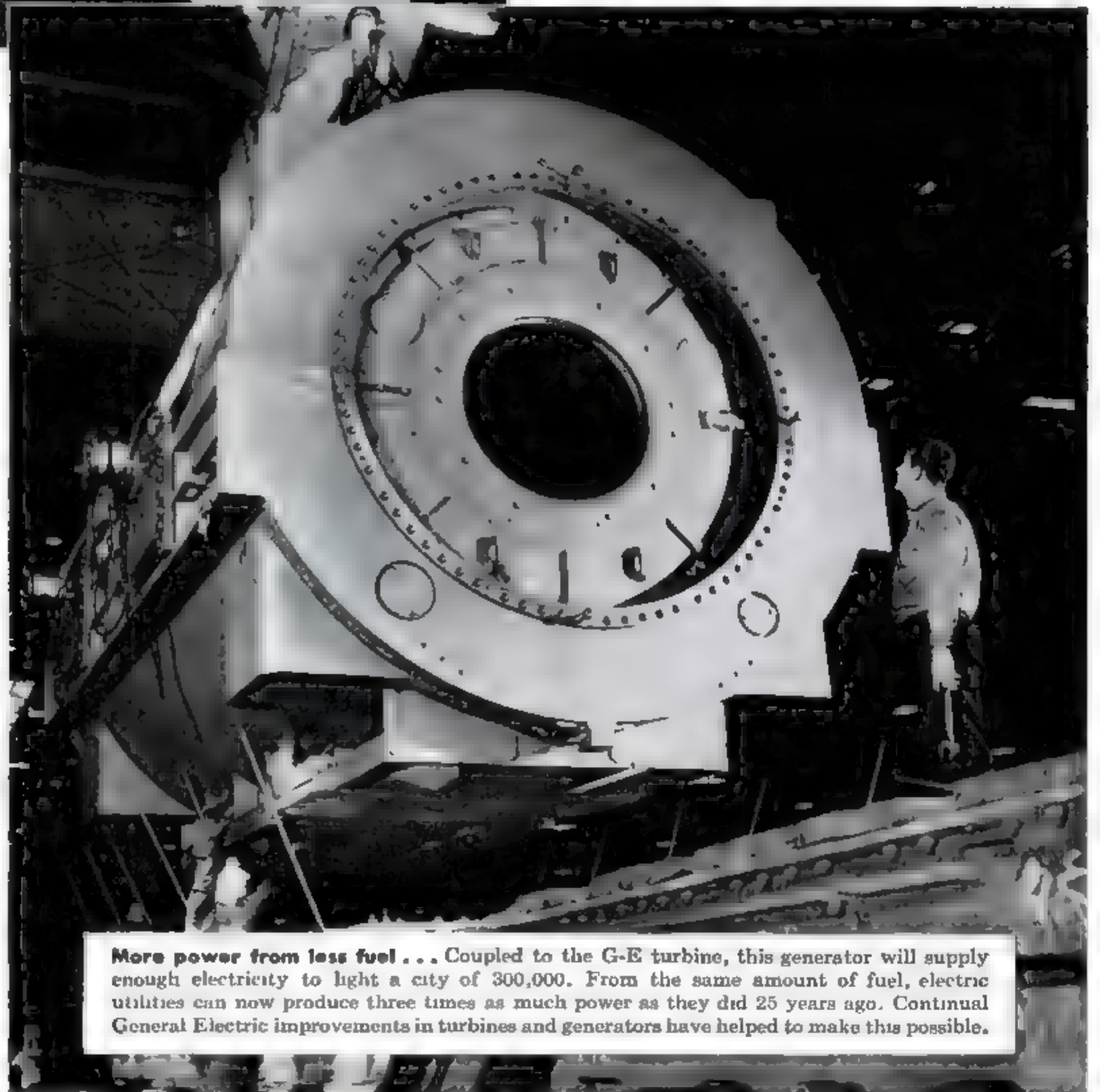
(above, left) **Toast stays warm.** You can set this General Electric Automatic Toaster to pop up your toast the instant it's done. Or hold it warm and waiting until you're ready.



(above, right) **Can do the work of eleven hand irons.** This new G-E Flatplate Ironer offers automatically controlled heat for each type of fabric.



More food space. A new and more efficient refrigerating unit and better insulation have reduced the operating cost and added up to one-third more storage space in today's G-E refrigerator.



More power from less fuel . . . Coupled to the G-E turbine, this generator will supply enough electricity to light a city of 300,000. From the same amount of fuel, electric utilities can now produce three times as much power as they did 25 years ago. Continual General Electric improvements in turbines and generators have helped to make this possible.

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You can put your confidence in
GENERAL  **ELECTRIC**

(CONTINUED)



OUR AIM IS TO GIVE

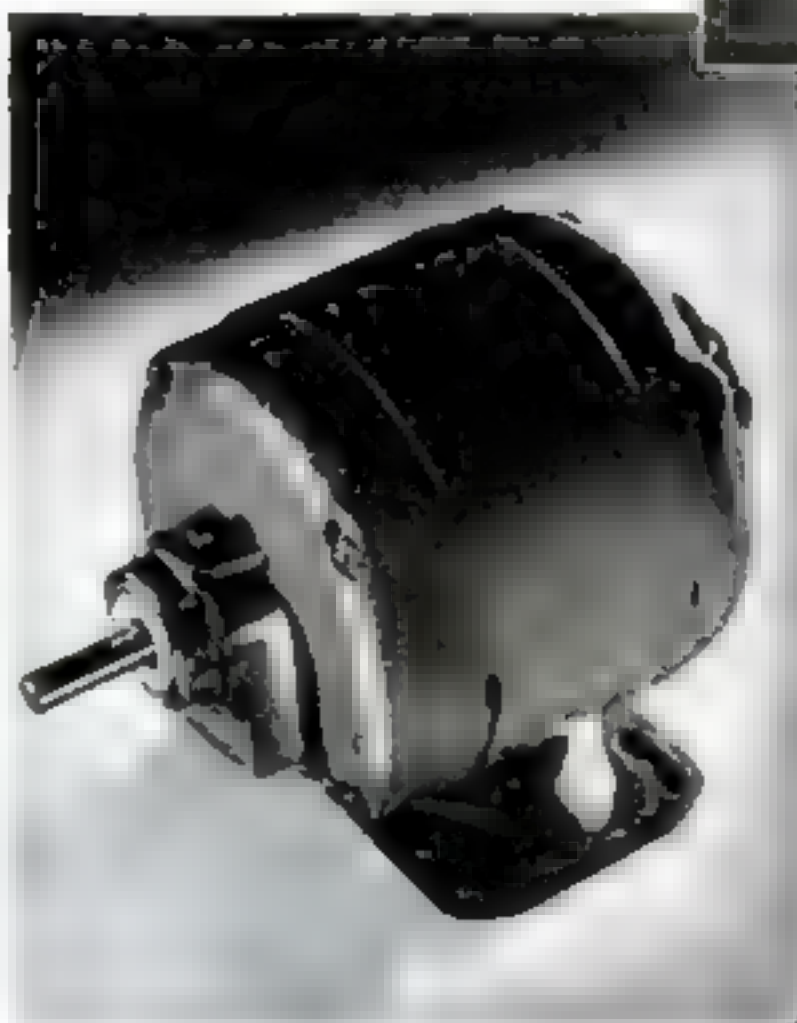


Over 480 tests and inspections make sure G-E fluorescent lamps meet the General Electric standard of quality. First introduced by General Electric 10 years ago, fluorescent lamps are being continuously improved to make them better and brighter.



Warmth without weight. The Automatic Blanket was introduced by General Electric. It keeps your bed at the temperature you like, regardless of ordinary weather changes outside.

More than a radio . . . The clock you see turns on the radio at any time you set. Wake up on time to music, or use it to turn on your favorite program—automatically.



Higher standards of performance are required of General Electric motors on test than will ever be demanded of them in normal service.

...through PRECISION MANUFACTURING

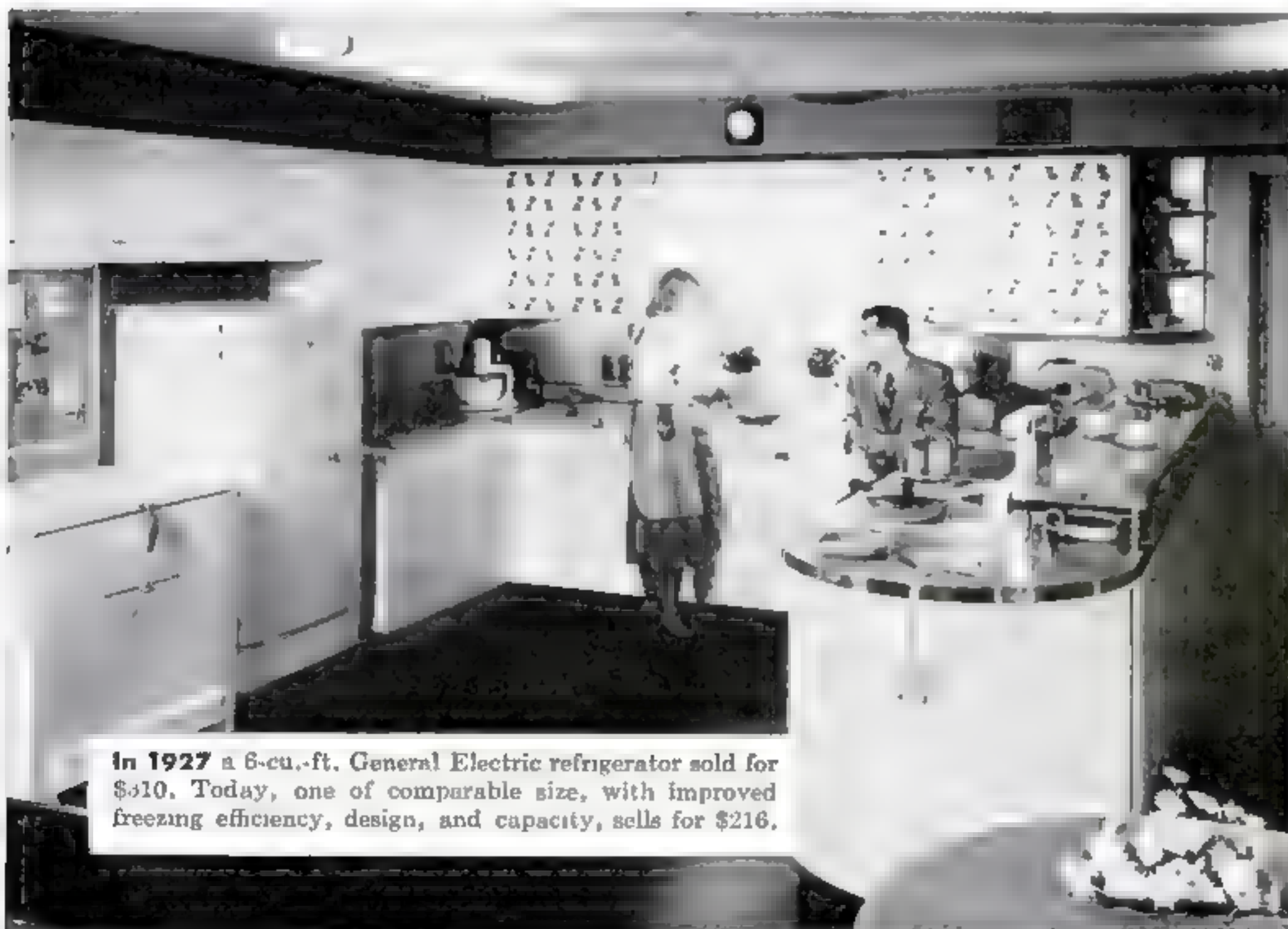
Experienced manufacturing men—backed up by the resources of 12 different laboratories and the skills of hundreds of scientists and engineers—are constantly at work to improve manufacturing methods, increase the quality and reduce the costs of General Electric products . . . To provide skilled workers, General Electric trains as many as 12,000 employees in G-E classes in a single year . . . In such ways, General Electric works toward an increasingly high standard of excellence in its products.

YOU MORE THAN YOU EXPECT



(left) In 1930 a 65-ton General Electric switching locomotive cost \$65,000. Today's counterpart is more powerful, more efficient, and the selling price is \$53,500.

(right) In 1934 the price of a 60-watt lamp was 20 cents. G-E research, engineering and manufacturing have increased the efficiency and lowered the price. It now costs 12 cents plus tax.



In 1927 a 6-cu.-ft. General Electric refrigerator sold for \$310. Today, one of comparable size, with improved freezing efficiency, design, and capacity, sells for \$216.

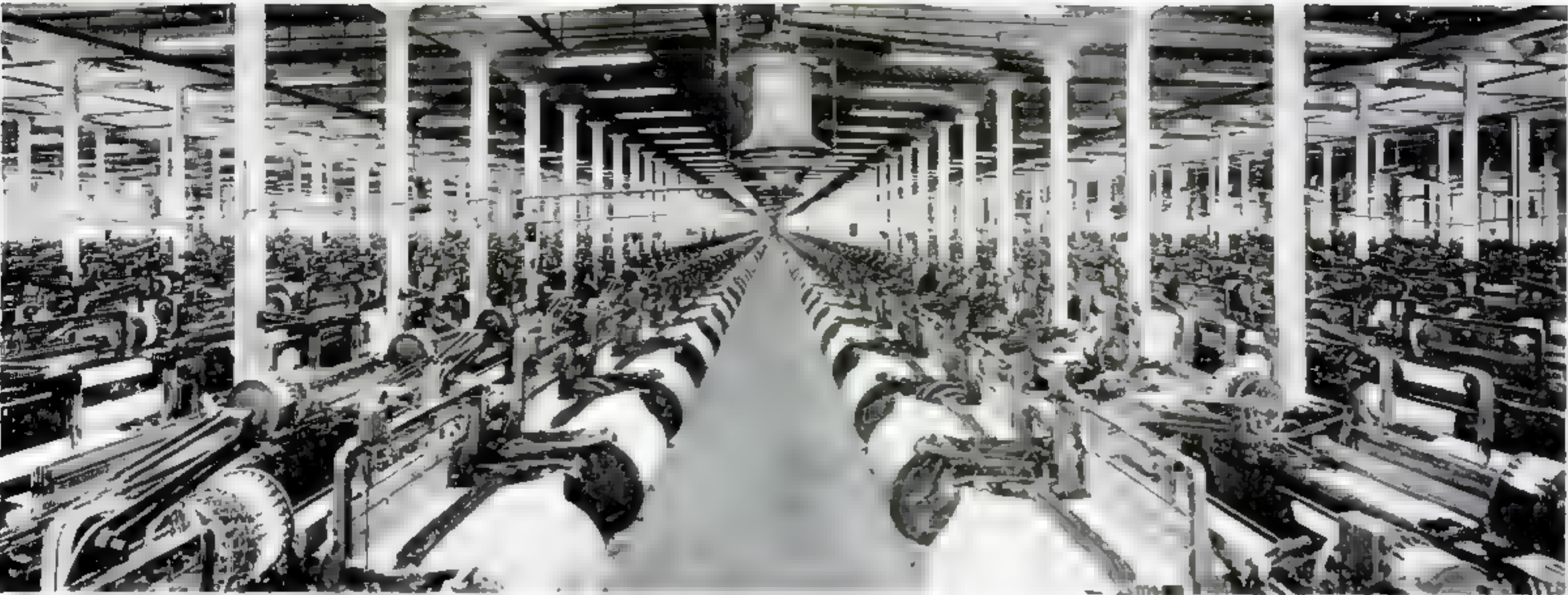
...through high quality at FAIR PRICES

General Electric's prices have gone up less than half as much as the prices of manufactured products generally in the last eight years. (Manufactured products up approximately 100%... G-E products, less than 40%.) In the face of rising costs, this accomplishment is proof that our policy is to keep prices as low as possible. It is also proof that General Electric's fundamental research, creative engineering, and precision manufacturing result in better goods for more people at less cost.

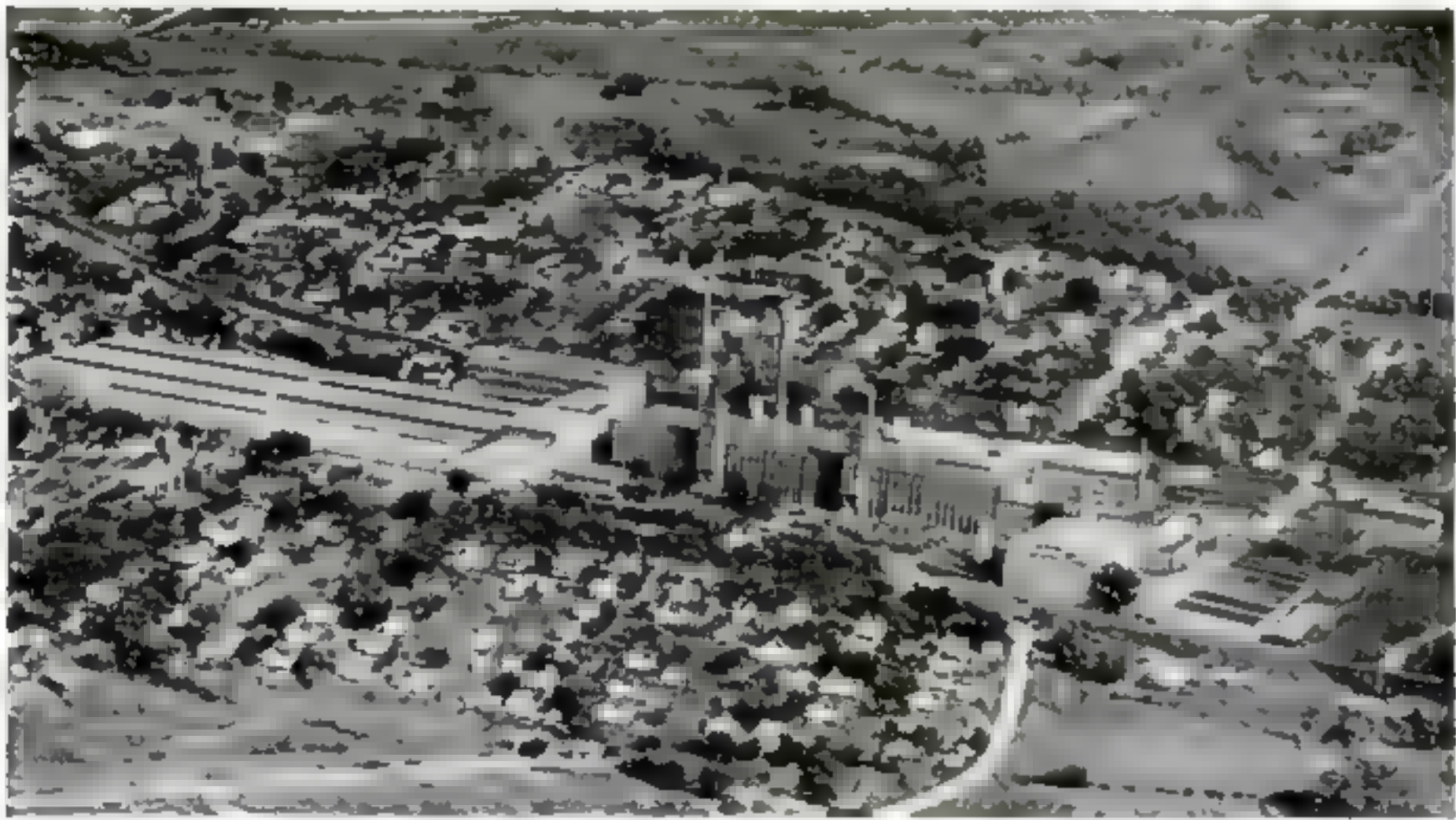


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THIS 7,000 LOOM WEAVE ROOM OF THE LANCASTER PLANT IS THE LARGEST IN THE WORLD.



THE LANCASTER PLANT IS THE LARGEST COTTON MILL UNDER ONE ROOF IN THE WORLD.



THE NEW BLEACHERY OF THE SPRINGS COTTON MILLS, NEAR LANCASTER, SOUTH CAROLINA, IS THE MOST MODERN IN THE WORLD.



WITH THE COPACABANA BAND WAILING BEHIND HER, SULTRY LENA HORNE SETS NIGHTCLUBBERS SQUEALING AS SHE SINGS HER PLAINTIVE "I FEEL SO SMOOCHIE"

LENA HORNE

The girl whom the movies buried
is season's top nightclub star

For months Manhattan's nightclub owners had held their heads in agony and kept their bankruptcy plans in readiness. Business was horrible. Then Lena Horne, the singer whose beautiful face and wriggly figure have made her the season's top nightclub attraction, moved into the Copacabana. Business boomed to an all-time record: \$60,000 a week. The Copa's managers began humming Lena's hit tune, *Do I love you . . . ? Honey! 'Deed I do.**

For Brooklyn-born Miss Horne this furore cli-

maxes a curious kind of "comeback." A sensation as a band singer, she was gobbled up by the movies seven years ago and plunged into a stultifying series of small roles in what she calls "pork-chop-in-the-sky" films. Only once did she have a speaking part. Low ebb came with a Red Skelton film, *I Dood It*, in which she led a choral rendition of *Jericho*. In nightclubs Miss Horne has fought her way out of movie obscurity. Now, still under M-G-M contract, she is ready for Hollywood to rediscover her.

*PUBLISHED BY LINCOLN MUSIC CORPORATION



MEN'S U.S. ROYAL GAITERS.
Easy to slip into. KWIK slide fastener. Fleece lined.

PENGUIN GAYTEES for women and girls. Fleece lining. Fur cuffs. Black, ginger, red or white.

*Cheers
for good health*

RAINPAL GAYTEES, for women and girls. Sling-back rubbers roll up pocketbook size. Non-slip sole. Brown or black.

VELVETEEN GAYTEES, left, for women and girls. Fur around top. KWIK slide fastener. Black or brown.

RAINTITE, below, for all the family. Lightweight gaiters with warm fleece lining.

U.S. Gaytees
Fashion Over the Shoe



UNITED STATES RUBBER COMPANY
ROCKEFELLER CENTER, NEW YORK

Serving Through Science

Lena Horne CONTINUED

BROOKLYN IS PROUD OF HER



AT 9 Lena Horne poses with her uncle, an official in the U.S. Housing Administration, at her Brooklyn home.



AT 14 Lena (left) is shown with friends at Jones Beach, N.Y. She got her start two years later in Cotton Club chorus.



IN MOVIES Miss Horne invariably is shown in a revue sequence which has no relation to the main part of the picture and therefore can be cut out in Southern theaters. Here she sings and dances in *Stormy Weather* with Bill Robinson.



"LENA HORNE DAY" was proclaimed by Brooklyn civic groups last year. A motorcade took Lena from Borough Hall to the house where she was born. She waved so much and shook so many hands she needed a masseuse afterwards.



BACKSTAGE DINNER finds Miss Horne, who is 30, with her children, Teddy, 8 and Gail, 10. Gail, who is studying ballet, goes to school in New York. Teddy lives with father, a publicity man whom Miss Horne divorced in 1942.

Acid Action from "On and Off" driving

Found Major Cause of Engine Wear!



Unique "X" Safety Factor in Shell X-100 Motor Oil Counteracts Acid Action

It's not friction, as generally assumed, that causes the most engine wear!

It's Acid Action — chemical etching of engine parts that takes place in the low operating temperatures of today's "On and Off" driving!

In your short trips about town, to school, to the office, the bank—your engine is intermittently "On and Off"...runs for brief periods of time only. Hence it seldom warms-up to efficient operating temperatures. It runs "cold." In these short "On" periods, combustion may be incomplete and partially burned fuel gases and moisture attack the smoothly polished metal surfaces *chemically*. It's this biting Acid Action that accounts for up to 90% of your engine's wear!

Shell Research worked all out on this problem . . . developed a unique "X"

safety factor to combat Acid Action. Now, 2½ million miles of road testing have proved conclusively that with this "X" safety factor Acid Action is effectively counteracted—engine life is prolonged.

This triumph of Shell Research—another Shell "first"—comes to you only in Shell X-100 Motor Oil. This oil, long famous for its ability to protect your engine under the stresses of sustained high speeds and extreme driving conditions, now has this added protection for every mile you drive. It is unequalled by any other motor oil, no matter its price.

Let your Shell Dealer drain, flush and refill your crankcase with Shell X-100 Motor Oil today.

It's Incomparable!



For the pleasure of the party



**KENTUCKY
TAVERN**

Serve Kentucky Tavern and your party will be voted the most likely to succeed. For Kentucky Tavern has been elected *The Aristocrat of Bonds* for three generations...the finest of all fine whiskies. Glenmore Distilleries Company, Louisville, Kentucky

NO OTHER BOND CAN MATCH THAT KENTUCKY TAVERN TASTE

© 1948 G. D. CO.

HOW LIVABLE IS A MODERN HOUSE?



STENSURD FAMILY consists of Susan, 7; Rockwell Sr.; Rockwell Jr., 4; and wife Janet, who is 36.



WALKER "IDEA HOUSE" IS BUILT OF REDWOOD SIDING AND CONCRETE BLOCK. STENSURDS APPROVED ITS THREE-LEVEL PLAN, NOT ITS OPEN CAR PORT (LEFT)

TO FIND OUT, A FAMILY TRIES ONE FOR A WEEK

Modern architecture makes handsome movie sets, offices, hotel lobbies and photographs, but how is it for year-round family living? To provide an empirical answer to this question—one which more and more Americans will face as the home-building situation eases—LIFE arranged for an average U.S. family, living in an average home, to move for a week into a house of ultramodern design.

The house selected was the carefully planned and completely equipped \$21,000 "Idea House" (above), built by the Walker Art Center in Minneapolis as part of its program to encourage and exhibit the arts which contribute to good living. The family which moved into it were Rockwell Stensrud, a 43-year-old insurance salesman, his wife and their two children (top right) who own

and live in a conventional \$12,000 stucco house on Minneapolis' middle-class Sheridan Avenue (right).

During their stay the Stensruds decided that some of the Idea House's ideas were less than satisfactory (next page) and when they returned to their own home some of its homely and old-fashioned features seemed welcome. But the overall effect of the modern house on them was one of sudden awakening to the beauty, joy and convenience of modern planning. They liked about 75% of what they saw and went home with two new attitudes: 1) a determination to incorporate many modern features in the house they may build some day and 2) growing dissatisfaction with the boxy rooms, small windows and unimaginative planning of traditional design.



STENSURDS' OWN HOME is a 30-year-old house of yellow stucco which is unsuited to its sloping site.



THE CHILDREN THOUGHT IT WAS SWELL

To the active Stensrud children the Idea House offered breathless adventure. Their quarters (left) consisted of a big windowed playroom furnished with junior-size plywood tables and chairs, lights at appropriate heights and a phonograph. Two small adjoining alcoves, which could be closed off from the play room by partitions, provided sleeping space. At home the youngsters have separate rooms (Susan's, above) but no real playroom. Susan regretted that her Idea House alcove was too small for a guest bed (she likes to have her friends stay overnight occasionally) or for play with other girls. Her mother agreed but greatly admired the built-in drawers and shelves and special closet for toys (Rocky Jr. has to keep his toys in a trunk at home). She also liked the easily cleaned rubber-tile floor and the crayonproof table tops. The children did not confine their admiration or their play to their own quarters. They found that the whole house had great possibilities (p. 108).



THE SPACIOUS PORCH WAS WONDERFUL

Although they objected to the Idea House's car port on the grounds that it was too open for Minnesota winters, the Stensruds regarded the big, airy porch as absolutely perfect. Rocky Sr. admired its easily repairable plastic screening, while Janet cried excitedly, "It's heavenly—and it's so good to eat outside!" At home the Stensruds also have a porch, but it is on the front of the house, exposed to passers-by and traffic noise. While the children occasionally eat there (above), the grown-ups never do. The new porch, furnished for lounging or dining and looking out on pleasant landscaping, proved a mind-opening experience. It showed them how outdoors and indoors can be merged to give a sense of spaciousness. It was one of the elements in the Idea House's open, relatively wall-less plan which made the Stensruds, upon returning to their home, look around and remark, "You feel so enclosed—shut in." Right away they decided to build the rear porch on their house which they had long planned and had never started.



LIVING ROOM HAD GOOD AND BAD POINTS

"Everything seems kind of off-center," said Janet Stensrud on her first inspection of the Idea House's living room. It also looked colorless and naked to a family accustomed to the symmetry of traditional decoration and furniture (*above*). The abstractionist paintings also bothered them. But, "That window—terrific!" said Rockwell Stensrud, who likes to watch weather changes. "You watch it rain outside and in here it's dramatic, yet cozy." They also discovered that while the living room was not especially big, it would hold a party of 20 people comfortably whereas at home eight is the limit. Some minor things they did not approve—the "writhing monster" lamp (*left foreground*), the barren floors (Janet preferred her own rugs), the unpainted fireplace, the curious windowlike opening between the bedroom upstairs and living room below (*p. 108*), which they felt reduced bedroom privacy. "But," stated Rocky Sr., "it still all makes a lot of sense."



EVERYBODY LOVED THE BREAKFAST BAR

In the Idea House's indoor dining arrangements Janet Stensrud missed her own dining room's wallpaper, its Godey prints and frilly curtains, and she confessed to a sentimental weakness for big, square, white kitchens in contrast to the Idea House's narrow galley type. But she found the entire house enormously simpler to keep clean and dusted, and was wildly enthusiastic about the many labor savers in the kitchen: the garbage-disposal unit, dishwasher and dust chute in the floor into which dust is swept, not to mention a drawer for silver which can be easily opened from either side of the breakfast bar. The whole family approved the breakfast bar which connects living room and kitchen (*right*). To the children it was a drugstore counter, to Rocky Sr. a fine place for a cocktail, to Janet a superb convenience for breakfast and when entertaining. She found too that while it could be screened off, she never used the screen because at last she could watch what went on in the rest of the house while working in the kitchen.





One of the good things of life

If you've never settled down to a breakfast of Jones Sausage on a crisp fall morning, then you're missing one of life's good things. There's no sausage like Jones Sausage. Choice cuts of fresh pork are blended with pure spices according to a recipe that has been in the Jones family over 100 years. It has a flavor and goodness all its own! May we invite you to a Jones breakfast this Sunday? Just ask your dealer for Jones Dairy Farm Sausage.

On sale at better dealers everywhere.

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Enchanting Grace
 IN GENUINE SNAKE CHAIN

BRACELETS
 OF CHARM BY
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Sterling Silver and 1/20-12 Kt.
 Gold Filled. Priced from \$4.50,
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 available in 10 Kt. and 14 Kt. Gold.
 At better stores everywhere.

FORSTNER CHAIN CORPORATION,
 IRVINGTON 31, NEW JERSEY

Idea House CONTINUED

EVERY ROOM WAS A PLAY ROOM



ROCKY JR. USED CHILDREN'S CHAIRS TO "MAKE A TRAIN I CAN SLEEP ON"



BIG GLASS-TOPPED COFFEE TABLE IN THE LIVING ROOM BECAME A LAKE



FIREMAN WAS PLAYED IN OPENING BETWEEN BEDROOM AND LIVING ROOM



SUSAN DISCOVERED THAT MODERN "BARWA" CHAIR MAKES A FINE ROCKER



The jolly Red Cap is a constant reminder for all to enjoy Carling's.

Why go through life half pleased?

Too many people say all malt beverages are pretty much alike.
That means they have never been introduced to Carling's Red Cap Ale.
It's light, but with a real *zing* to the taste.
Why be half pleased when Carling's can give you full refreshment pleasure?



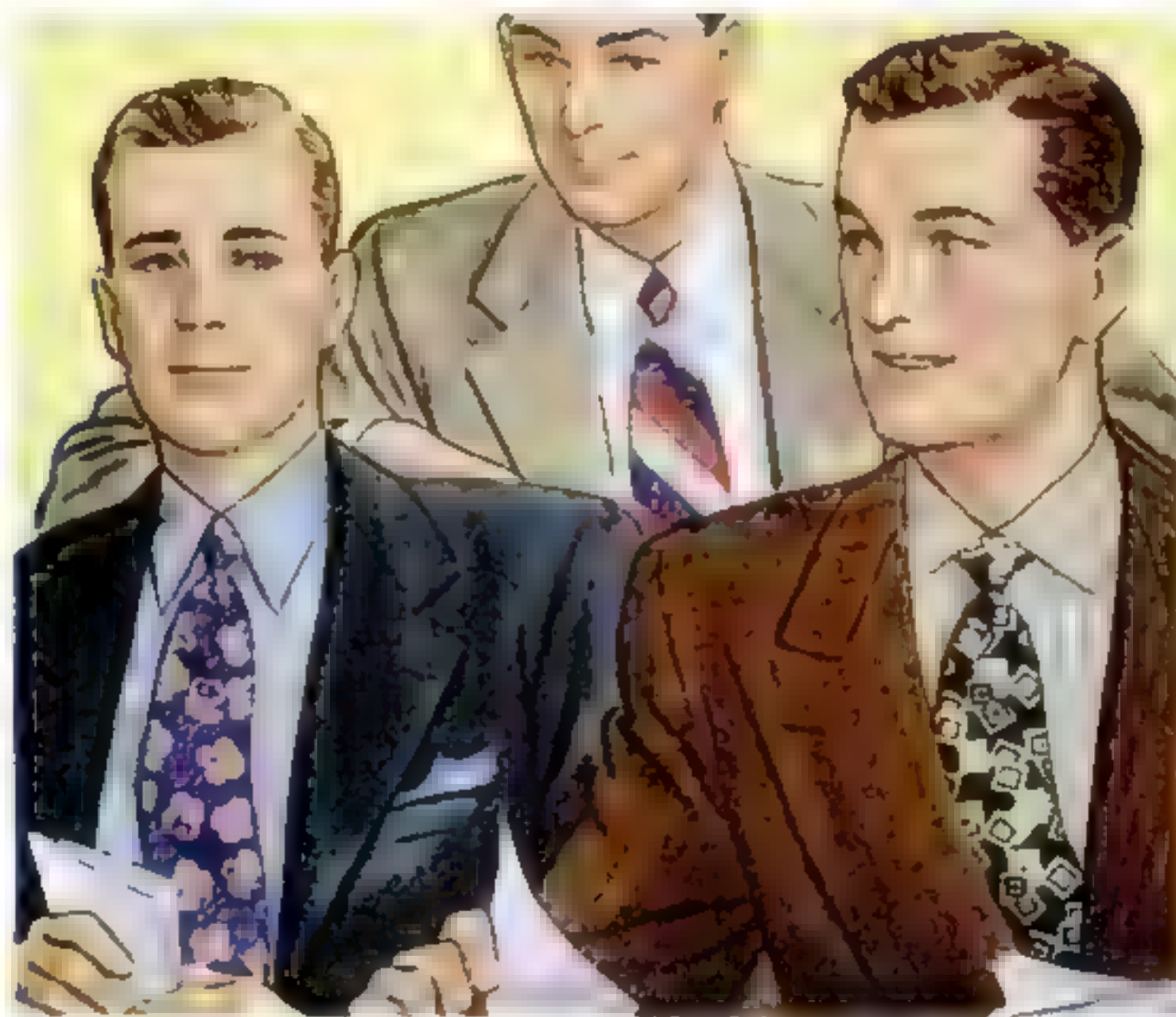
If men could choose their
own features...



the world would be full
of Apollos.



Alas! They can't. BUT: They can
choose their own



shirts...and in an Arrow, every
man looks swell...great...GRAND!

Arrow Shirts are constructed the way you are. Arrow's shoulders slope the way yours do. The sleeves taper just like your own arms. The Arrow waist follows the lines of your own waist.

The **Arrow Collar** is the perfect collar for your neck. It has billions of ancestors to prove it. (No other collar can make that claim.) The points are exactly *even*.

Always—yes, always!—your Arrow Shirt remains properly sized. The Sanforized trade-mark is a watchdog over shrinkage—never more than a miserly 1%. At your Arrow dealer's.

P.S. Another "plus" in Arrow Shirts: New durable front buttons are *anchored on*—for keeps! Cluett, Peabody & Co., Inc.

Arrow-Mitoga-Sanforized: Reg. Trade-marks

ARROW SHIRTS

\$3.65—\$3.95—\$4.50—\$5.50—\$7.50



ROBERT MORLEY AS A FANATICAL FATHER THROTTLES HIS WIFE (PEGGY ASHCROFT) WHEN SHE THREATENS TO GET A DIVORCE AND TAKE HIS SON AWAY FROM HIM

"EDWARD, MY SON"

Robert Morley is superb as a father who commits crimes for his child

Almost nothing in the theater is more enjoyable than a villain. In *Edward, My Son*, the imported English play which is the first big hit of the sluggish new Broadway season, there is a fascinating villain named Arnold Holt whose crime is his overwhelming, pampering love for a worthless son. When the son, who never appears on the stage, needs a costly operation to keep him from limping for the rest of his life, Holt commits arson to raise insurance money. As the play goes on Holt commits bribery, ruins his business partner, ditches his mistress, almost strangles his wife (*above*)—all for his son. The son is finally killed in an airplane during the war, but on his behalf Holt has made him-

self a millionaire and is unregenerate to the end.

As a play *Edward, My Son* has no great merit because the father's obsession for his son is unmotivated; it is villainy in a vacuum. But as a showcase for acting it is nearly unbeatable. The father is Robert Morley, the Englishman who played Oscar Wilde back in 1938 and who collaborated with Noel Langley in writing *Edward, My Son*. Bulky, soft-voiced, sly, he draws a superb portrait of the unctuously witty, cruel tycoon. Matching his performance is Peggy Ashcroft, who goes wonderfully to pieces as Edward's neglected mother. Together they show the English often have it all over the Americans in the fine art of character acting.



IN PROLOGUE Robert Morley steps in front of curtain, starts to tell the story of his fatherly devotion.

I Wear False Teeth
 yet my mouth feels
 fresh, clean and cool
No "DENTURE BREATH" for me*



***"Every day I soak my plates in a solution of Polident and water. My mouth feels clean and cool... and no Denture Breath!"**

Mrs. R. F. M., Denver, Colo.

WHEN plates taste bad—feel hot and heavy in your mouth, watch out for "Denture Breath", the oral disturbance that comes from improper cleansing. False teeth need the care of a special denture cleanser—**POLIDENT**. Safe, easy, quick, Polident leaves your plates feeling clean, cool and fresh. No fear of offensive "Denture Breath".

And remember, Polident keeps your false teeth more natural looking—free from offensive odor, too. For a smile that sparkles, for a mouth that feels cool, clean and fresh—soak your plates in Polident every day.

Polident comes in two sizes—regular and large economy size—available at all drug-stores. It costs only about a cent a day to use, so get a can of Polident tomorrow, sure.



NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

LOOSE FALSE TEETH



Amazing New Cream Holds Tighter, Longer
 than anything you've ever tried
 or double your money back

POLI-GRIP



A TOAST to his son on his first birthday is proposed by Holt and wife (center), flanked by Holt's partner (Tom Thatcher, left) and doctor (Ian Hunter). Says Holt, who is a poor shop-owner, "Edward, the world shall be your oyster."

HOLT FINALLY FINDS HAPPINESS WITH A MISTRESS (LEUEEN MacGRATH)





TO SAVE SON from being kicked out of school where he was caught stealing, Holt threatens to foreclose school mortgages which he has bought. He gives check to the headmaster (D. A. Clarke-Smith) to keep the school open.

BUT FORSAKES HER WHEN HE FEARS SCANDAL MAY MAKE HIM LOSE SON



The Girl

FAULTLESSLY GOWNED

BY JOSEPH WHITEHEAD

Her Car

FAULTLESSLY LUBRICATED

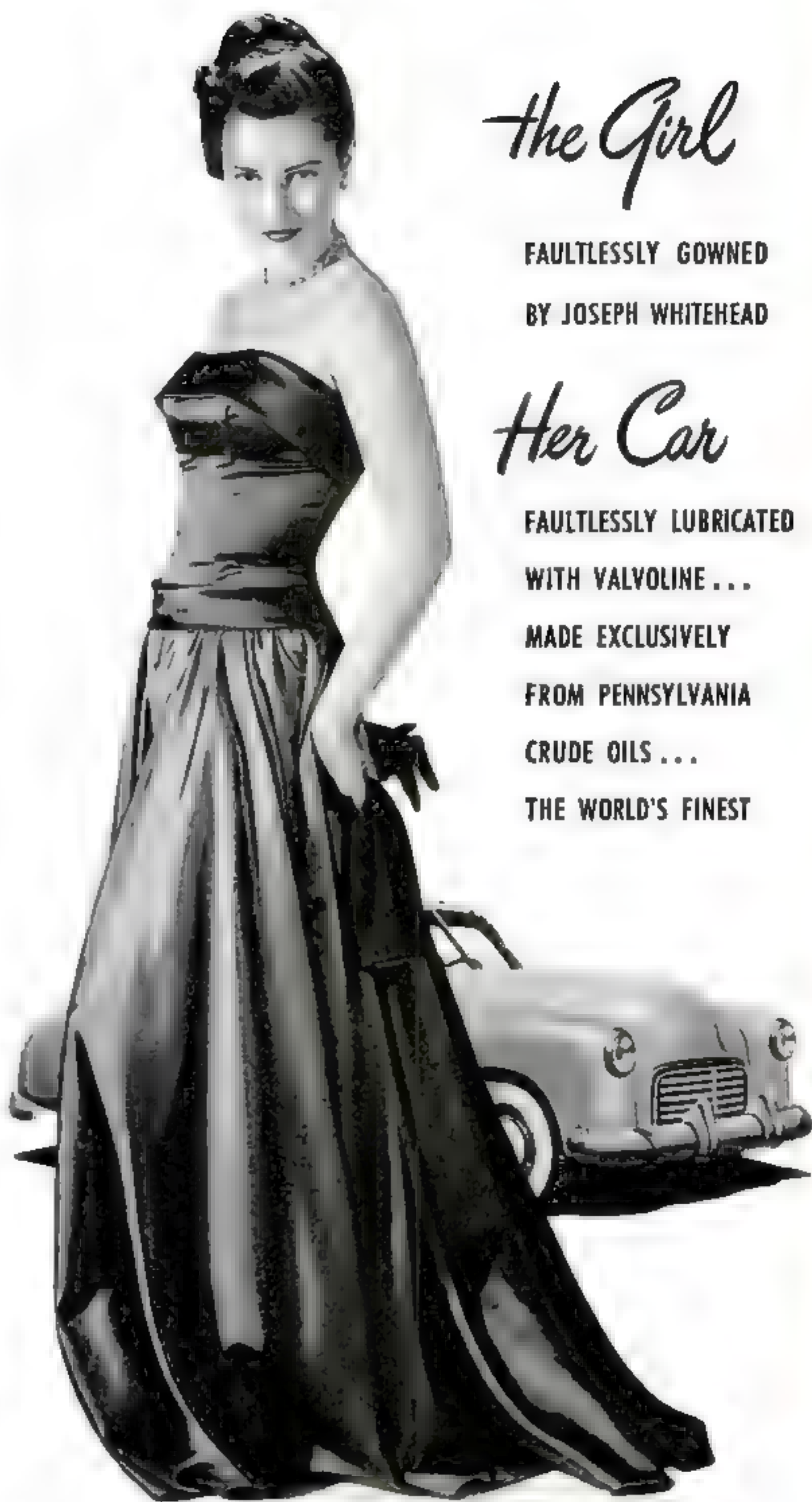
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CRUDE OILS...

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Art-carved
DIAMONDS AND WEDDING RINGS
NEW YORK • LONDON • AMSTERDAM • ANTWERP



OWN BY
MATTIE BARNES

When you choose your ring . . . choose
by name and be sure . . . for a trusted
name in jewelry is your certain guide
to value. Genuine *Art-carved* diamond

rings are made by America's oldest and largest ringmaker. He
brings you fine diamonds . . . never before worn . . . cuts them and sets them in
original hand-carved rings. The savings from this world-wide operation
are yours in prices from \$75 to \$5000. Ask your jeweler to show you
the name *Art-carved* in the ring, on the tag.

Wedding rings from \$8



NEWPORT SET, an outstanding value
in yellow gold. Engagement ring,
\$375. Wedding ring, \$200.



From "How to Select Your Diamond Ring,"
a new, illustrated booklet. Write to J. R.
Wood & Sons, Inc. Dept. L-11, 216 East
45th Street, New York 17, N. Y.

Rings enlarged to show detail

Trade Mark Reg.

Beloved by brides for almost a hundred years
(1850-1948)

"Edward, My Son" CONTINUED



EDWARD'S MOTHER, years later, succumbs to alcoholism because her
cruel husband refuses to allow a divorce and because he has ruined their son.



AT PLAY'S END Holt comes out before curtain again. After Edward, his
son, had been killed in the war, he planned to subject Edward's young son to
the same ruinous pampering. But the boy's mother stopped him. Holt debated
whether he should pursue the boy. Here Holt asks the audience, "I wonder
what you'd have done . . ." ends the play, not on an answer, but on a question.

A photograph of a woman's legs from the knees down, wearing a dark, pleated skirt and dark high-heeled shoes. The background is a blurred outdoor scene with greenery. A small hummingbird is visible in the upper left background. The text "Humming Bird 51" is written in a white, cursive font across the upper part of the image.

Humming Bird 51

America's most called-for Stockings

M E L



Calvert Old Fashioned

Tasty Favorite for Autumn

Put 1 lump of sugar in bottom of the glass, add two dashes of bitters, a light splash of soda, and muddle. Add a cube or two of ice and—glory be!—a brimming jigger of mellow Calvert Reserve. Next, a twist of lemon peel. Cherry, slice of orange are optional. Now—see if this isn't the finest Old Fashioned you ever tasted!



Clear Heads Choose

because it's smoother.

Calvert Reserve Choice Blended Whiskey—86.8 Proof—45% Grain Neutral Spirits. Calvert Distillers Corp., New York City.

LOW



Calvert Hot Toddy

Crisp Weather Warmer-Upper

Start with 1 lump of sugar in the glass, and dissolve it in a little hot water. Drop in a spiral of lemon peel and, if you like, 3 or 4 cloves and a cinnamon stick. Now—the important part—add a sizable jigger of smooth Calvert Reserve. Fill the glass with piping hot water. Man! There never was a more satisfying Hot Toddy than this!



Calvert Reserve

mellower...tastes better



Copyright 1948 The International Silver Company, Meriden, Conn.

A TRIUMPHANT RETURN!

The Superb French-Inspired "JOAN OF ARC"

BY INTERNATIONAL STERLING

JOAN OF ARC is one of the loveliest, most traditional patterns ever designed by the famous International Sterling craftsmen.

During the war, *Joan of Arc* wasn't made. But many of you were disappointed, many of you begged "Please, let's have *Joan of Arc* again!"

And so we brought it back to crown the line of lovely International Sterling patterns.

• **Why You'll Be Proud To Own Joan of Arc** •
Magnificent design with subtle curves and contours found so often in French works of art.

A classical shell ornament crowns each piece . . . every detail is finished to perfection, back as well as front. See *Joan of Arc* at your dealer's!

Joan of Arc is solid sterling silver with beauty that lives forever . . . use it every day, 1095 times a year . . . it will only grow lovelier.

A real value! With so many prices up so high, International Sterling, a once-in-a-lifetime purchase, offers more for your money!

Compare prices and see! Individual six-piece place setting, \$22.63.

Basic service-for-eight with chest, only \$168.50, tax included. Ask your dealer about his easy purchase plan. You can own *Joan of Arc* today!

TUNE IN: "The Adventures of Ozis and Harriet," Sunday, 6:30 P.M., E.S.T., NBC.



VIENNA'S BEAUTIFUL, BAROQUE DAUN-KINSKY PALACE, USED AS A WAREHOUSE BY RUSSIANS, IS NOW A BRITISH OFFICERS' CLUB

VIENNA

IT IS A STRATEGIC CITY OF WANT,
WALTZES AND QUIESCENT STRUGGLE

PHOTOGRAPHS FOR LIFE BY DMITRI KESSEL

To the millions of Americans who have never visited Europe the city of Vienna has always been more of an idea than an actuality. The idea has been compounded of Strauss waltzes, wiener schnitzel and dashing Habsburg princes in surroundings of baroque elegance. It is no use saying that such a Vienna never existed. It did. The surprising thing is that in 1948, after three decades of depression, revolution, dictatorship and war, to some degree it still does.

Austria and Germany, and Vienna and Berlin as their respective capitals, are basically in the same situation, yet there are great differences. Both countries and both cities are occupied by the U.S., Britain, France and Russia. But the conflict for Germany is intense and continuous; the struggle for Austria is almost hidden beneath an appearance of accord. The fact that Austria has a central government while Germany does not gives Vienna a national role which Berlin does not have. Finally, Vienna was damaged but intact as a city when the war ended; Berlin was all but destroyed.

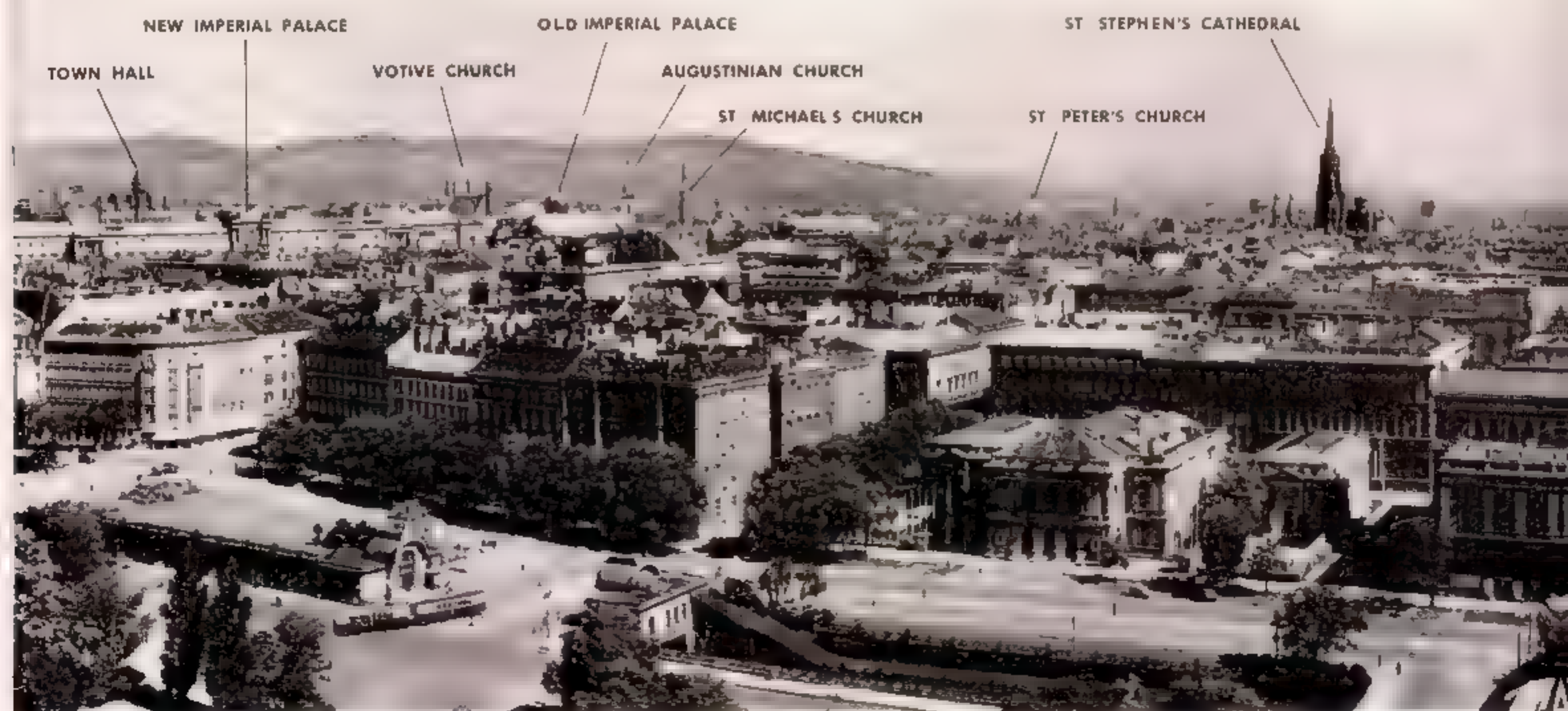
Viennese are busily restoring their city's culture and beauty. The feeling of *Gemutlichkeit* is so universal that even Americans and Russians—at the moment—are moved to speak politely and keep the peace.



AUSTRIA'S PRESIDENT. Socialist Karl Renner, has his office in old Imperial Palace. Before portrait of Maria Theresa, he stands where her bed once stood.



SATURDAY IN THE VOLKSGARTEN is a popular pastime. For a few groschen, Viennese can rent a chair for the day, enjoy the sun and flowers and exchange



POSTWAR VIENNA still retains its ancient grandeur despite nine days of house-to-house fighting during the war. The Ring, the boundary of the medieval city,

is once again a busy thoroughfare. The Prater, Vienna's famous amusement park, is almost as noisily active as it was before the war. Many of Vienna's delicate



the latest gossip. Beyond the benches are the graves of Russian soldiers killed in battle for Vienna. In background is the town hall, which escaped severe damage.



spires miraculously escaped with no damage or little enough to be saved. Yet even three years later repairs are still being made to the new Imperial Palace.



SCHÖNBRUNN CASTLE, the summer residence of the Habsburgs, once used by Napoleon, was taken over by British in 1945 and recently returned to the city.

VIENNA IS NEARLY AS LOVELY AS EVER

Part of Vienna's magic is in making things look better than they are. The scars left in early 1945 by defending Germans and onrushing Russians seem all but gone in the area bounded by the famous Ring, pictured at left from the dome of St. Charles's Church. Viennese have indeed recaptured some of their old life and gaiety. They have repaired two thirds of the 100,000 apartments ruined in the fighting and are working hard at restoring many of their famous palaces and other shrines. But Vienna is still a hurt and uneasy city.

Vienna is above all a city of palaces, churches and parks. Part of the Habsburgs' old Imperial Palace, the Hofburg, has been turned into an art gallery. Such famous buildings as Daun-Kinsky and Dietrichstein palaces are clubs for the military. The famous Opera House, badly damaged, is being slowly rebuilt. So is St. Stephen's Cathedral. Its parks are still there, and on sunny days the poorest Viennese can escape to them from the realities of life in a broken and divided capital. The Viennese naturally think that their city was sadly damaged, and much remains to be done before the restoration is complete. But in comparison with Berlin or Hamburg, Vienna is today in fairly good shape.

Vienna never quite escapes the occupation. Now and then the Russians kidnap Austrians, some of them suspected of espionage, sharpening the latent tension which underlies Vienna's relative calm and reminding everyone that the conflict could become as raw and open as it now is in Berlin.



FOUR-POWER PATROL sets off on tour through international part of city. In car are U.S. soldier Rutus Hayes (at wheel), British soldier Dennis Jones (beside

Hayes), Russian soldier Alexander Troschin (back seat, left) and French soldier George Deltour. U.S. furnishes reconnaissance car and U.S. soldier always drives.



THE FOUR ZONES of Austria are shown on map. Vienna is under international control. Britain and U.S. have corridors through the Soviet zone into Vienna.

THE FOUR ARMIES WORK

The existence of a central government, established by a national election held only a few months after the end of the war, has eased the problems of occupation for the U.S., Britain, France and the U.S.S.R. Now that the bitter question of reparations has been referred to the higher authority of the deputy foreign ministers, the quadripartite high commissioners get along without serious friction.

The high commissioners supervise but seldom interfere with the Austrian government, which represents a coalition of Austrian Socialists and rural, conservative Catholics (there are only four Communist deputies in the National Assembly). The four powers have final responsibility for the maintenance of order in a city filled with soldiers of four nations, and they share the administration of the Allied police (above).



LIFE IN U.S. AND U.S.S.R., Soviet version, is shown in these Russian posters in the international area of Vienna. Poster at left, depicting particularly violent

picket-line battle in the U.S., is labeled "How do the people live in America?" The poster at right purports to show how well a Soviet family lives and eats.



INTERNATIONAL PATROL LINES UP for inspection, presenting confusion of uniforms of the four nations. Patrol's main job is to preserve order. If a Russian,

Frenchman, Briton and American get in fight, Russian MP arrests Russian, French MP arrests Frenchman, British MP arrests Briton, U.S. MP arrests American.

TOGETHER IN THE CITY

Viennese can never forget that their city is deep within the Russian zone and that it is in reality five cities—the four sectors, and a tiny international area. The result is a sense of claustrophobia and frustration which pervades life at every level. Soviet blockade or seizure is always possible, but U.S. officials do not consider this an immediate likelihood. In a nation with a Communist minority that at most numbers 6% of the electorate, the Russians would have a very poor case indeed for forcible seizure. This does not by any means indicate that the Soviet Union has given up hope of eventual supremacy, however. Its representatives are now conducting a vigorous true-to-pattern anti-American propaganda battle in Vienna (above) looking toward their first step: wooing as much support as possible before the national elections are held in 1949.



THE FOUR HIGH COMMISSIONERS of Austria, stationed in Vienna, are (left to right) Keyes (U.S.), Galloway (Britain), Béthouart (France), Kurasov (U.S.S.R.).



A COUNT NOW DOES A BRISK BUSINESS IN SHOE SOLES MADE FROM OLD TIRES



STORE WINDOWS, LIKE THIS BAKERY,

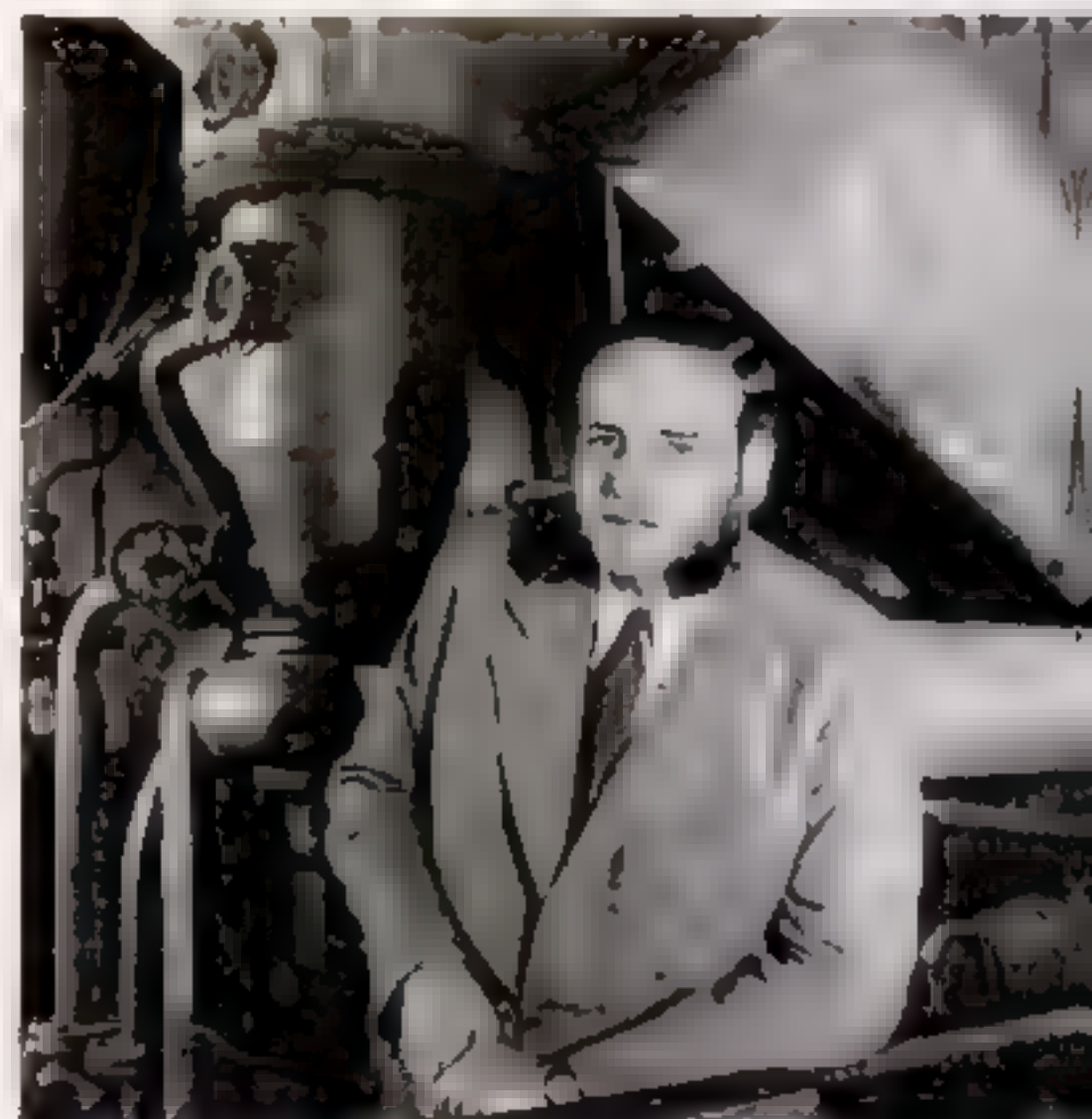
NEW CURRENCY AND NEW GOODS ARE SLOWLY REVIVING VIENNA

A little goes a long way in Vienna. Window displays (right) that would seem skimp in a normal city look lavish to war-torn Viennese. Stores long empty are beginning to offer cakes and bread, suits and dresses. Many items are selling at prices far below what they used to bring on the black market.

The main reason for this healthy sign is the currency reform of the Austrian government. With illegal schillings called in and new ones issued at the rate of one for three, hoards of old currency were unearthed and the new schilling was given some value. Merchants, confident of the new schilling, brought out their black-mar-

ket goods at official prices and a zooming inflation was curbed. Austria still receives 60% of her food from the U.S., but crops were good this year. The calorie ration this fall is 2,000 a day, which is almost normal.

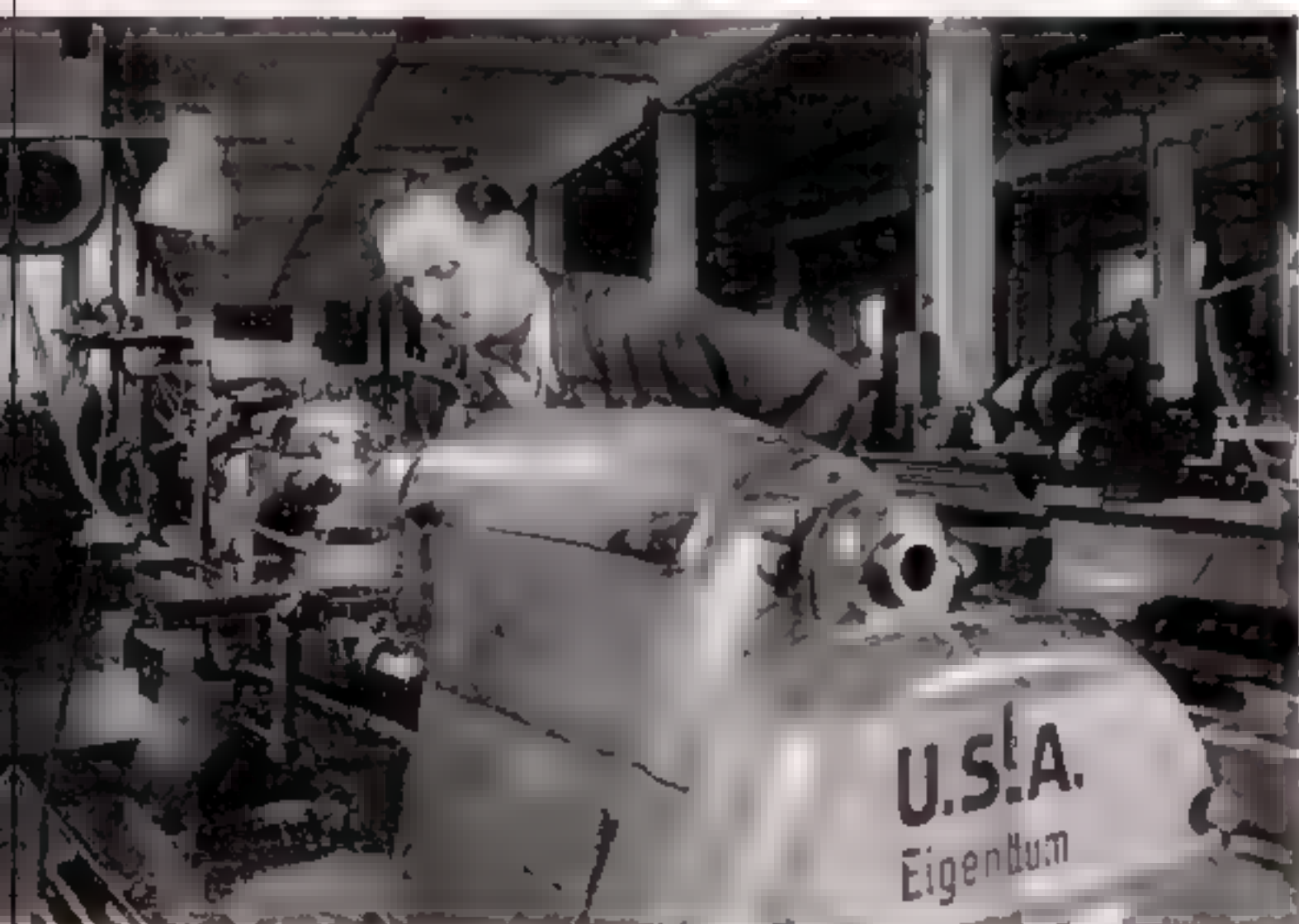
Things are still tough for the nobility, whose excess wealth was confiscated, but some have remedied this situation by going to work (above). Many manufacturers have been helped by former Nazi machinery the Allies have given to Austrian factories. But raw materials, a problem to Austria even before the war, are still scarce. Because of the grain shortage, Vienna's once famous beer now tastes like stale malt soup.



BREWER Manfred Von Maunter Markof can only make yeast now. He still wears the family sideburns.



ARE DISPLAYING MORE THINGS FOR SALE BUT MOST VIENNESE HAVE TO BE CONTENT TO LOOK. FEW CAN YET AFFORD TO BUY



A METALWORKER uses a German metal lathe. It was captured by Americans, labeled "U.S.A. Property", given to this plant to replace destroyed equipment.



TEMPORARY ART GALLERY is in apartments of Emperor Franz Josef. Art History Museum was badly damaged by bombs, but most of its contents were saved.



VIENNA PHILHARMONIC plays under the baton of Bruno Walter on his return after his war-imposed

exile. The Philharmonic, one of finest orchestras in the world, plays to jammed concert halls like this.



MP'S CHECK NEARLY EMPTY NIGHTCLUB

MUSIC AND GAMES HAVE COME BACK

The Viennese talent for having a good time seems to have revived. Indeed only three weeks after the famous Opera House was liberated, its company put on its next presentation (*The Marriage of Figaro*) in a substitute theater. Vienna's concert halls have had the best revival (left), music being to the Viennese more important than the World Series to the U.S. Almost equally popular is the Prater, Vienna's Coney Island, where the Russian soldiers especially are fascinated by its swings (opposite). Only Vienna's nightclubs (above) are having a hard time. But Vienna will never feel completely herself again until she is free; and her attitude towards the situation is typical. One of the biggest hits in musical comedy has been a funny fellow who stands beside a Viennese street sign which bears a different word on each of its four sides. The words are the French, German, Russian and English translations of the word "hell."



WEAK BEER of postwar Vienna will not even harm the kiddies. This one enjoys a stein at Prater park.

A RUSSIAN SOLDIER OFF DUTY AMUSES HIMSELF
BY TANGLING UP A NEIGHBOR ON FLYING SWING







IN REAL LIFE Olivier, shown in his study, is usually serious and untheatrical.

Sir Laurence Olivier

He has survived a string of flops, a rebuff by Garbo, bombs, autograph hounds and 50 injuries to become greatest theatrical figure of his time

by JOHN KOBLER

IN February 1947 two theater-wise Englishmen met in the resort town of Santa Margherita, on the Italian Riviera, to grapple in seclusion with a problem as thorny as the modern theater can pose. They were Alan Dent, critic and journalist, who helped adapt *Henry V* to the screen, and Laurence Olivier, whom many people consider the best actor and the best director alive, and their problem was this: to produce a film version of *Hamlet* whose every word would be crystal clear to the "one shilling ninepence seats"—in America, the "peanut gallery"—without violating the integrity of the play.

For two weeks, working together day and night, Olivier and Dent hacked away at copies of the play. Without flinching they discarded tangential themes and minor characters (including those sinister buffoons, Rosencrantz and Guildenstern). Of the great soliloquies they retained only two—"To be or not to be," and "O that this too too solid flesh." They rearranged the sequence of scenes, tossed some out entirely and interpolated others that Shakespeare never wrote. Ophelia, for example, is actually seen floating down a brook to her death. Where an archaic word or phrase might elude 20th Century ears, Dent never hesitated to change it. All told he made 25 changes, such as substituting "By heaven! I'll make a ghost of him that hinders me" for "him that lets me."

When they were done they had, whatever its failings as pure Shakespeare, a tight, fast-paced screen play, approximately half the length of the original, of 2½ hours running time. Olivier relied on his cameraman, Desmond Dickinson, to give him the reactions of the shilling and ninepence seats. At one point Dickinson said, "Well, as you explain it I can understand, but I'm sure

Gerty in the ninepennies won't." After that Olivier repeatedly asked Dickinson, "How's Gerty getting along?"

Last May the world premiere of *Hamlet*, which had been performed on the English stage more often than any other play, unfolded in London's Odeon Theater amid manifestations usually reserved for a major national event like a coronation. The king himself, who had knighted Olivier for his services to the English theater, the queen, their daughters and the Duke of Edinburgh swept into a garlanded royal box while peers and commoners, statesmen and artists, cheered themselves hoarse.

Next day the English critics went, in a restrained, English way, mad. Said the Sunday *Times's* Dilys Powell: "The indefinable excitement with which one comes away from the film proceeds from an occasion more than unusual; an occasion, I think I can say, both historic and noble."

The New York premiere, held three weeks ago in the glossy Park Avenue Theater, lacked only royalty, and the eight daily newspaper critics, without exception, outdid their British colleagues in praise. "The greatest stage and screen artist of our day," Howard Barnes said of Olivier in the *Herald Tribune*.

But of all critical reactions the one which would probably have gratified Olivier most came from a shilling ninepence seat. "My God," this average lay spectator exclaimed, "Olivier makes you feel Shakespeare was writing for the movies!"

Olivier, however, was absent from both premieres. He had, characteristically, plunged straight from *Hamlet* into another arduous theatrical adventure—a nine-month tour of Australia

◆ COSTUMED FOR HIS OWN ROLE, OLIVIER DIRECTS THE FILMING OF "HAMLET"

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AS LEAR (*King Lear*) Olivier added another to his long list of great roles.



AS OEDIPUS (*Oedipus Rex*) Olivier streams blood after he blinds himself.



AS HOTSPUR (*Henry V*) he is a roughhewn warrior, a man of action.



AS MR. PUFF (*The Critic*) Olivier minces about like an 18th Century fop.

OLIVIER CONTINUED

and New Zealand with the Old Vic repertory company, of which he is a codirector.

The rare moments of leisure Olivier snatches out of a frantic working schedule he likes to spend at his country estate, Notley Abbey in Buckinghamshire. There he was fond of riding a horse called Blaunckkyng, until it got sick last year and had to be destroyed. This was the same horse he rode in *Henry V* and he is proud of the scholarship involved in having hit upon the fine Olde Englysshe name. It is the name, he discovered while pursuing his research for the film, that Henry gave his favorite horse. In its latest incarnation, Blaunckkyng was a gray gelding whose ear became so sensitized to iambic pentameter during the making of *Henry V* that it trotted in rhythm to it when Olivier declaimed passages from the play and broke into a gallop at the battle cry, "God for Harry! England and Saint Ge-o-o-o-rge!"

This gifted creature was of a piece with the highly chromatic atmosphere which Olivier transfers from the theater to whatever he happens to be doing. Until recently Notley Abbey also sheltered a red-haired bull terrier named Harry after Harry Hotspur in *Henry IV* and a Siamese cat named New after the New Theater, the Old Vic's present home. It still shelters Olivier's second wife, Vivien Leigh, an actress who is to many people the most beautiful in the world. Also there from time to time is Olivier's son by his first wife, the actress Jill Esmond. The lad, who is 11, answers to the name of Tarquin. "It came to me in a mad moment," Olivier remembers happily. "It has such dramatic overtones."

Practically every feature of Notley Abbey, a historical monument dating from the 12th Century which Olivier maintains at staggering cost, has dramatic overtones. He bought it three years ago chiefly on the strength of evidence that Henry V slept there. Under Olivier's tenancy it has become a theatrical museum. Dispersed among its 16 chilly rooms are several hundred volumes of plays; costumes, props and model stage-sets he has used; a collection of rings worn by famous actors; a make-up kit once owned by the 19th Century tragedian William Charles Macready, which Olivier totes to and from his dressing rooms.

The prize exhibit at Notley Abbey is a sword which links Olivier with two notable past interpreters of Shakespeare. It was originally flourished by Edmund Kean in his debut as Richard III more than a hundred years ago. From Kean it passed to Sir Henry Irving the first time he played Richard and from Irving to the celebrated Terry girls. When Kate Terry's grandson, John Gielgud, undertook the role in this generation, she gave him the sword and when Olivier restored Richard to the Old Vic repertory, Gielgud gave it to him "in appreciation."

Kean and Irving are counted among the most adulated actors in

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CONTINUED ON PAGE 11

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ASTRIDE Blanchkyng, the same gray gelding he rode in the film *Henry V*, Olivier directs cast in the climactic battle scene. Blanchkyng died last year.

OLIVIER CONTINUED

the history of the theater, but neither of them ever tasted sweeter triumphs than Olivier. At 41 he has set records, both artistic and financial, on the stage and screen. The *Saturday Review of Literature's* John Mason Brown, a cautious critic, reviewing Olivier's performance in *Oedipus Rex*, which the Old Vic brought to Broadway in 1946, conceded that he had no choice save to use "that precious, dangerous, final adjective—'great.'" The New York Drama Critics' Circle voted Olivier the best actor of the year and the Old Vic wound up its six weeks at the Century Theater with a gross profit of more than \$300,000, one of the few repertory companies ever to make money on Broadway.

Of *Henry V*, which ran more than a year in London and is still running in numerous American cities (gross profit so far: more than \$3.5 million), *TIME's* film critic reflected the consensus with the judgment, "a rare great work of art." The Academy of Motion Picture Arts and Sciences is reluctant to award Oscars to foreign films. It did, however, create a special award for *Henry V*. This year, unless chauvinism triumphs again, *Hamlet* is likely to sweep the board of Oscars.

What sets Olivier furthest apart from other British actors is the intensity of his emotional effect on the British public. The British theatergoer is normally an undemonstrative type, not given to extreme reactions. Although the Old Vic played to full houses long before Olivier joined it, the audience consisted largely of reflective, middle-class, middle-aged lovers of the classics. Today there are Old Vic fans, many of them youngsters, who get as wrought up over Olivier's delivery of a Shakespearian soliloquy as a bobby-soxer listening to Frank Sinatra croon.

A good deal of the hysteria is touched off by the savagery, violence and surrealism of Olivier's histrionic personality. Generations of British audiences have managed to sit through the duel in *Hamlet* with composure, but as filmed by Olivier it looks as rough as a Rugby match and agitates them as furiously. Nor does his interpretation of Hamlet's psychological relations with his mother leave much to the imagination. Time and again they exchange impassioned glances and kisses full on the mouth, and the scene in which Hamlet excoriates her for marrying his uncle might have been directed by Sigmund Freud.

Occasionally this naturalistic style leads Olivier to excess. In the last-act massacre he is not content to leap Fairbankslike upon the king from a height of 12 feet, to show in close-up his own face transfigured with loathing as again and again he impales his victim, but must show the victim too, heaving to the thrusts.

Few performances of the Old Vic's *Oedipus Rex* have taken place anywhere without incident in the audience. When Olivier reeled howling across the stage, his sightless eyes streaming gore, women

CONTINUED ON PAGE 134

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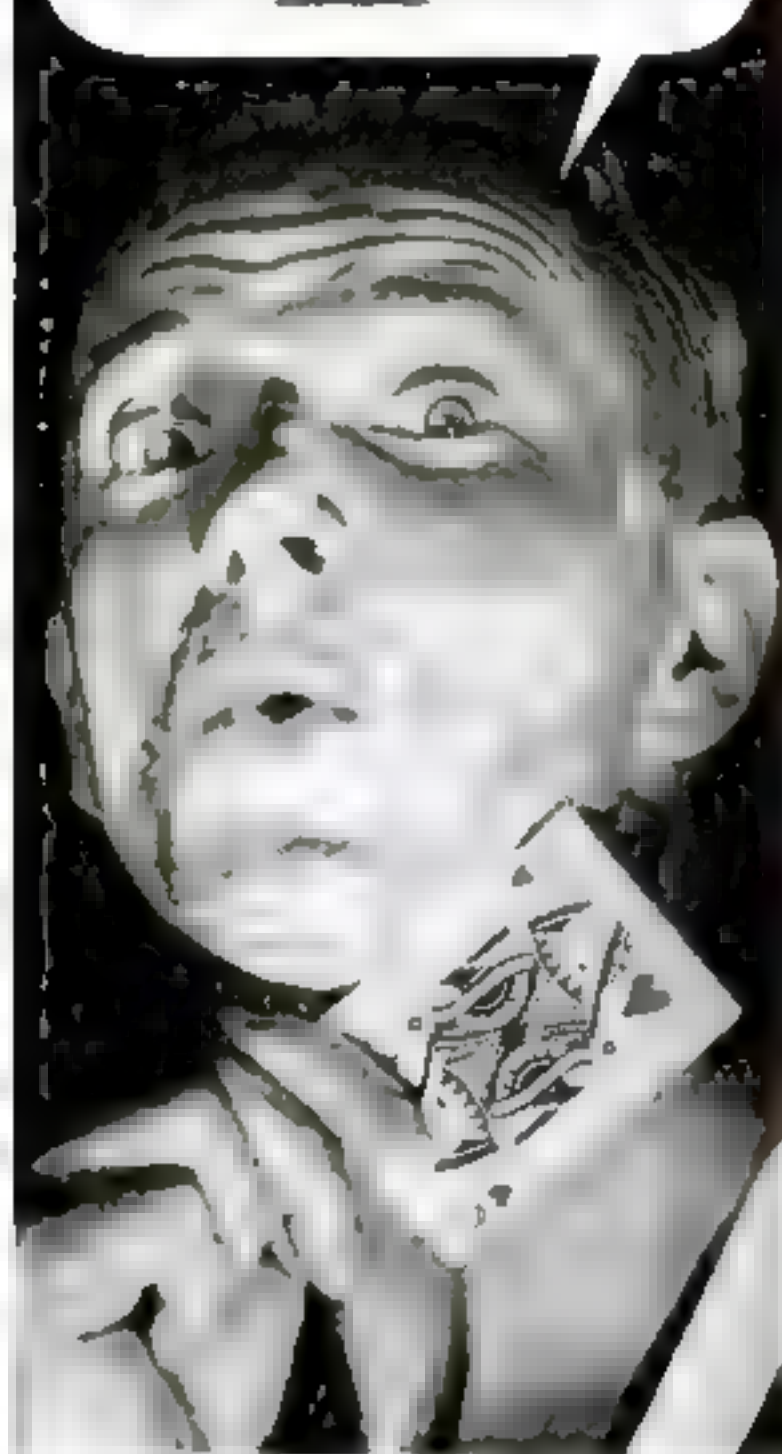
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OLIVIER CONTINUED

fainted regularly and strong men paled. One joker suggested that the Old Vic should add a trained nurse to its staff, and Olivier himself in all seriousness advised the manager to keep a bottle of brandy on hand.

Female members of the Olivier cult are enthralled by his looks, which have been variously described as dangerous, diabolical and medieval. According to a Hollywood legend, Olivier's image leaped



AT 15 he played Katherine in production of *Taming of the Shrew*.

into the mind of Producer David Selznick when, while reading the novel *Rebecca*, he came upon this description: "His face was arresting, sensitive, medieval in some strange inexplicable way, and I was reminded of a portrait seen in a gallery I had forgotten where, of a certain Gentleman Unknown."

Olivier has brown hair, gray-green eyes and a square jaw. When portraying brawny characters, he wears lifts in his shoes, his height being only 5 feet 10 and his weight 150 pounds. Four of his back teeth are false and the upper front ones are capped. The elan with which he attacks his roles has left him pretty thoroughly banged up from head to foot. During the filming of *Hamlet* he wrenched his foot dashing up to the roof of Elsinore Castle and, in the duel, Laertes took a half-inch slice out of his chest. In another production he fractured both ankles while hurdling a balustrade. Altogether he has been injured on the stage or before the camera about 50 times.

Despite his ferocity on the stage, off it Olivier is diffident and troubled, a man of many fears. He has recurrent nightmares in which ghastly disasters overtake him in the midst of a performance. While playing *The Critic* in New York with the Old Vic, in which he made an entrance swinging on a rope, he dreamed on an average of once a week that the rope broke. This never happened, but the last night of the play's run he did pull both his Achilles' tendons, racing around the stage. "I am a physical coward," he insists.

He has always been scared stiff of airplanes and will not go near one if he can avoid it. Nevertheless he flew 500 hours during the war as an overage volunteer in the Royal Fleet Air Arm, crash-landing frequently.

Autograph hounds have terrified him ever since his first visit to New York when a small female one whom he refused to take into his taxi thrust a curly, blond head through the window and observed, "You lousy, stinking so-and-so." "I think she would have scratched my eyes out," says Olivier, still shocked by the memory of it. "Those people hover on a thin dividing line between love and utter loathing." Shortly after his arrival in New York an individual purporting to be an official of the Court of Juvenile Delinquency telephoned his suite at the St. Regis Hotel. "Mr. Olivier," the voice said, "we are trying to keep young people off the streets. Won't you help by not signing any autograph books?" Olivier was delighted to comply. A few days later a young fan ran up to him, autograph book in hand, and confessed without shame, "That was me that phoned you, Larry. I didn't want my competitors to get you first." Olivier still wouldn't sign.

People who meet Olivier for the first time are sometimes misled by the seriousness with which he takes himself in relation to the theater into thinking he lacks humor. Actually he has a catholic wit, alternately dry and bawdy. He is reputed to possess one of the largest repertoires of improper stories in the British Empire.

Harking back to his youth, Olivier cannot remember ever having had any ambition other than to be an actor. The urge manifested itself early. At the age of 4 he was injecting so much drama into his bedtime prayers that his father, a high Anglican rector, concluded that he was destined for the pulpit. This illusion was cherished by the family for 10 years. Meanwhile the boy had rigged up a miniature theater in the nursery, using the window sill as a stage and his comforter as a curtain. He made his first public appearance as Brutus in a kindergarten production of *Julius Caesar*.

He was born in Dorking, Surrey on May 22, 1907, the youngest child of the Reverend Gerard Kerr Olivier and Agnes Louise

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CONTINUED ON PAGE 117



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WITH A MUSTACHE, wavy hair and soulful look, Olivier in his 20s played juvenile roles on stage and in films produced in U.S., Britain and Germany.

OLIVIER CONTINUED

Crockenden. His mother died when he was 13 and his father died just before the war, at the age of 69. There were two other children, Sybil, who had a brief, unsuccessful fling at the stage before retiring into marriage as Mrs. Gerald Day, and Gerard Dacres Olivier, now an insurance agent in London.

The name is Huguenot in origin. In choosing careers, most Oliviers of his father's generation followed the British tradition of church, state, army. Uncle Sydney (later Sir Sydney) helped found the Fabian Society with the Webbs and was twice governor of Jamaica. Uncle Henry served overseas as a colonel in the Royal Engineers. A third uncle, Herbert, backslid a bit. He turned to painting.

After his mother's death young Laurence was sent to All Saints choir school in London. He sang a nice soprano which has since changed into a passable baritone and he still tries difficult scores to his wife's piano accompaniment, but never within hearing of strangers. He is extremely shy about this. All Saints staged a production *The Taming of the Shrew* and Olivier was offered the female lead, Katherina. A member of the Stratford Memorial Theater who witnessed the production was so impressed that he arranged for a repetition at Stratford-on-Avon on the anniversary of Shakespeare's birthday. He also advised Olivier to give up the idea of college and study acting. (The only degree Olivier holds is an honorary M.A. conferred upon him by Boston's Tufts College.)

No passage to India

HE needed no further encouragement. When he broke the news at home, his father, far from recoiling in horror, bestowed his blessing and later, when Laurence took the mistaken notion that he ought to follow brother Gerard to India, chided him, "Don't be absurd. You must go on the stage." He had just turned 17 when his father enrolled him in London's Central School of Dramatic Art, an institution which has trained such top-flight performers as Sybil Thorndike, Ian Hunter, Edith Evans and Peggy Ashcroft.

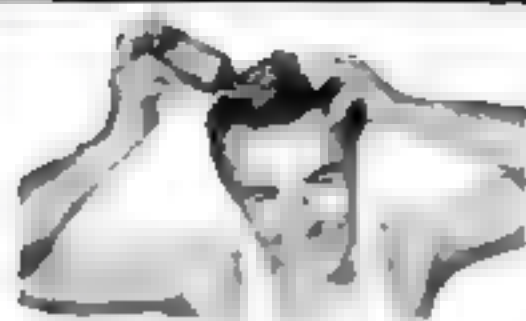
Olivier got his first job in 1925 as assistant stage manager and understudy of all the parts in a small stock company owned by Ellen Terry's daughter, Edith Craig. It paid him only £4 a week (\$20) but carried him into the mainstream of a noble theatrical tradition, innumerable English actors having been connected by blood or profession with the ubiquitous Terry-Craig-Irving clan. Barnstorming in the sticks, Olivier was visited by his father's old housekeeper, wanting to see him act. "When you are having your cup of tea in the interval," he told her, "you will hear a bell summoning you back to your seat. The finger pushing that bell is mine."

There followed a term of servitude at £2:10 a week (\$12.50), expenses included, with another troupe touring the remotest hinterlands of Wales. Changes of costume usually had to be made in public washrooms. Olivier still refers to the company as "the lavatory theater." He fell to giggling about it on stage one night and was fired.

In 1926 he found himself playing bit parts with Sir Barry Jackson's Birmingham Repertory Company, a coveted berth because Sir Barry owned two theaters in London and booked his most successful plays into them. In Birmingham he met another deter-

CONTINUED ON NEXT PAGE

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OLIVIER'S SON Tarquin plays with a tame raven on a studio set while on a visit to Hollywood with his mother, Actress Jill Esmond, Olivier's first wife.

OLIVIER CONTINUED

mined novice, Ralph—now Sir Ralph—Richardson. They disliked each other on sight. Olivier thought Richardson was stodgy and Richardson thought Olivier was flighty. A coldness persisted between them for two years until they were obliged to use the same dressing room. Familiarity bred admiration and they have remained ever since the Damon and Pythias of the English theater, acting in double harness, flying in the same service during the war and sharing honors as costars of the Old Vic.

During his first years in London, Olivier ran the gamut of misfortunes that can befall an actor, from bad luck to bad judgment. Offered a choice of plays, he would carefully separate the chaff from the wheat and keep the chaff. Two weeks was an average run for any production he appeared in and he appeared in more than 20 of them. To join his fiancée, Jill Esmond, who was faring nicely on Broadway, he accepted a part in a whodunit, *Murder on the Second Floor*. That lasted six weeks, a record for him at the time. He stepped out of the lead in *Journey's End*, a hit, for a part in *Beau Geste*, a flop. Failure went to his head and he decided, with Richardson, to finance a new J. B. Priestley play. It was entitled *Bees on the Boat Deck*, ran a month and cost the friends their shirts. Even when well advanced in his career, touring America with Vivien Leigh in his own production of *Romeo and Juliet*, he drew few kind words from drama critics. "He talked as though he was brushing his teeth," was a typical comment. The venture lost him nearly every cent he had saved—\$80,000.

He also became involved in a series of early talkies, a phase of his development so painful to him that he has tried to draw over it a veil of merciful oblivion. "One film I did was so bad," he claims, "that it had to be retaken before they could put it on the shelf."

In 1933, while he was enjoying, for once, a good run on the stage, lightning struck. M-G-M cabled him, offering him the lead opposite Greta Garbo in *Queen Christina* and commanding him to sail at once. "Can't the little lady wait?" he cabled back with forced nonchalance. He arrived in Culver City a week later to be hustled before the cameras for a test love scene. At the first embrace, Garbo, who happened to be in love with John Gilbert at the time, murmured, "No," and stalked off the set. Gilbert got the part. "She considered me inadequate," Olivier says, "and, in point of fact, I was."

"Sordid . . . but artistic"

THE episode embittered him against movie-making in general. He left the Coast, vowing never to return. Acting in movies, he told reporters, was for him "just a quick way of making money" and "about as satisfying as looking at a Michelangelo fresco through a microscope." He passed up a chance at a part in *Romeo and Juliet* with Norma Shearer on the grounds that Shakespeare should never be filmed.

This attitude mellowed considerably, however, after he was persuaded to play in what the producer, Samuel Goldwyn, called "a sordid story, but artistic." Despite its sordidity, the motion-picture critics pronounced Olivier's performance in *Wuthering Heights* the outstanding one of 1939 and Olivier is grateful to its director, William Wyler, for proving to him that the screen is a valid medium of art. He now holds that both screen and stage are essential to an actor's education.

Olivier was in Hollywood playing Lord Nelson to Vivien Leigh's

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Whose eyes are better?

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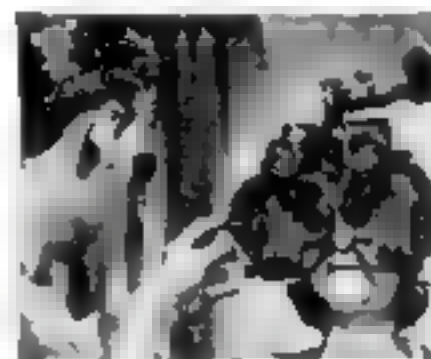
We all need "seeing ability" to meet the visual requirements of our modern living, but many of us cannot achieve this unaided. The only way to make sure that your seeing ability meets your seeing needs is to seek professional advice.

Glasses alone won't correct faulty vision. They are important, but their aid to your visual comfort and efficiency depends upon the professional and technical services of Optometrists, Ophthalmologists, Ophthalmic Dispensers (Opticians).

We Americans owe our high standards of vision to their professional and technical services, some of which are illustrated below. Services like these are essential to your seeing ability — your eye comfort, your visual efficiency. It is these services which have helped Americans see better. It is for these services — not for glasses alone — that you pay a fee.



EXAMINATION: Professional examination for possible pathological eye conditions.



REFRACTION: Scientific measurement of your ability to see.



PRESCRIPTION: Carefully prepared professional conclusions and the instructions necessary to correct your vision.



INTERPRETATION: Careful technical and scientific compounding of the exact materials of your prescription.



FITTING: Scientific, minute adjustment of your prescription to your eyes.



RE-EVALUATION: Verification of the refraction and the prescription.



SERVICING: Assurance that the requirements of your prescription are being constantly maintained.

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That's the 78-year record of Pine Bros. Glycerine Tablets in relieving coughs due to colds. They cover your dry, cough-torn throat with a moist, soothing film of glycerine, and relief comes fast. No strong drugs. Use them freely.
WON'T UPSET YOUR STOMACH
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5 pleasing flavors



DIRECTING HAMLET, Olivier wades in hip boots while setting up rehearsals for scene in which Ophelia (Jean Simmons, in bathing suit and cap) drowns.

OLIVIER CONTINUED

Lady Hamilton (the film is reputed to be Winston Churchill's favorite) when England declared war. He was overage and not eligible by any special military qualification. So between scenes he took flying lessons at Clover Field in Santa Monica, rolling up 200 hours in the air within four months. Shortly after, the Oliviers sailed together for England. He was commissioned an ensign in the Fleet Air Arm, given a stiff training course, promoted to lieutenant and assigned to gunnery instruction.

"War or the theater, not both," he objected when opportunity arose for deferment to permit him to stage a play. But in 1943 the British Ministry of Information requested his appearance in a film, *Adventure for Two*, to be made in the interests of Russo-British relations. ("Henry V," he says, "was made in the interests of Anglo-British relations.") He was never recalled to military duty. The Admiralty felt that he and Richardson could better serve Britain's war effort by helping to revive the Old Vic amid the buzz-bombs.

Olivier emerged from the war a mature artist, not comparable to the Bright Young Man of 1940 whom one critic found "mannered and affected." He denies that the emotional impact of war had anything to do with this progression, as some of his friends suggest. "I had just grown older, that's all," he says.

When mounting a play or producing a film, Olivier starts his day at 8 a.m. Hopping out of bed in his four-room house in London's arty Chelsea district, he breakfasts on tea and toast and tools off in one of his two cars (an Austin and a Rolls-Royce) either to the picture studios at Denham or the New Theater. He normally puts in a 12- to 16-hour day, interrupting it only for a light but choosy snack around noon, frequently in the Garrick pub in Charing Cross. He dines and wines as fastidiously as is possible in England today, being a practiced gourmet. He prefers French dishes. Although he cannot speak the language, he is fluent in the high-toned jargon of the epicure. He never smokes before lunch but thereafter consumes at least a pack—American brands when he can find them, otherwise Craven As.

Two foot bones for "Hamlet"

HIS power of concentration on stage or set is phenomenal. When he was directing *Hamlet* the camera dolly once accidentally ran over his foot. Whether he was so preoccupied with the job in hand that he didn't notice what happened or simply gritted his teeth and went on working, he said nothing until the scene was finished. Then it was discovered that two bones had been broken in his foot.

He drives straight home after work, avoiding nightclubs, has supper, prepared for him by Lady Olivier, and drinks whisky. "I enjoy drinking," he admits, "and I drink a good deal." The kind he likes best is bourbon, a taste regarded by every right-thinking Englishman as indecent. He will polish off eight or nine highballs

In Fortunate Fingers

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Hands that treasure lovely things delight in the warm, friendly feel of fine Rumpp leatherware. Discriminating persons, everywhere, choose Rumpp for its clear, deep-water luster and smart styling.

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Others with zippered bill compartment and note pads. The "Streamliner" Wallet—One piece construction. Slim, Featherweight, \$6.50.*

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Many styles of fine stores everywhere

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DEFY DIAPHORESIS



During the war, The Springs Cotton Mills was called upon to develop a special fabric for camouflage. It was used in the Pacific to conceal ammunition dumps and gun emplacements, but the Japanese learned to detect it because of its lack of jungle smells. To overcome this, when the fabric was dyed, it was also impregnated with a permanent odor of hibiscus, hydrangea, and old rubber boots. The deception was so effective that when Tokyo fell, the victorious invaders hung a piece of this fabric on a Japanese flagpole.

This process is top secret, and the fabric is now available to the torso-twister trade as SPRINGMAID PERKER made of combed yarns 37" wide, 152 x 68, weight 3.30, the white with gardenia, the pink with camellia, the blush with jasmine, and the nude dusty.

If you want to avoid dancer's diaphoresis and the steatopygic stance, kill two birds with one stone by getting a camouflaged camisole with the SPRINGMAID label below your trademark.

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in the Drawing Room of her
Beverly Hills Home*



VISCOUNTESS FURNESS...or You?

WHETHER it's VISCOUNTESS FURNESS, entertaining in the formal atmosphere of a California drawing room—or you, playing host to neighbors or friends, you'll find Pabst Blue Ribbon always a pleasant, friendly companion.

That ever-faithful, real beer flavor you enjoy in Pabst Blue Ribbon

was achieved by 104 years of pioneering in the *Art of Brewing...* and the *Science of Blending.*

By tasting, by comparing, you will understand why millions the world over have settled down to the real beer enjoyment and satisfaction that come with blended, splendid Pabst Blue Ribbon.

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Tune in the EDDIE CANTOR Show
Every Thursday Night over N B C.

33 FINE BREWS BLENDED INTO ONE GREAT BEER

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OLIVIER CONTINUED

without visible effect before retiring at about 1 a.m. While drinking, he usually plays the phonograph, favoring serious over popular music. He collects early church music, a vestige of his ecclesiastical upbringing. His favorite composer is Handel.

On his rare free days Olivier relaxes violently at Notley Abbey, driving down there from London at a furious clip. He is fond of fast, handsome cars and his Rolls-Royce was one of the first to come off the assembly line since the war. His only sports are riding, swimming and tennis. He is a fair horseman, but his swimming is undistinguished and his tennis worse. He is, however, a skilled and ardent gardener. Lately he has taken up dairy farming.

Guests at Notley Abbey are drawn from a tight little coterie of theatrical celebrities, frequent ones being the David Nivens, the Garson Kanins and the Rex Harrison. Olivier is a charming and openhanded host, quick to make his friends feel by delicate compliment and thoughtful gifts how much he likes them and what splendid people they are.

Until recently Olivier's wife was confined to the country, having contracted tuberculosis. She recovered sufficiently, however, to join Olivier on his Australian tour and to play opposite him in three productions. "Their love," says a friend, "is the most beautiful thing I have ever known." They are continually kissing and holding hands in public and are likely to be as moody as turtledoves when apart. Olivier keeps a miniature of Vivien at hand wherever he is working and telephones her at least once a day. He would as soon stage a production for her as act himself. When he is acting she visits the theater or studio two or three times a week.

They met in 1934. He was still married to Jill Esmond and she to Leigh Holman, a London barrister. In 1939, when she journeyed to Hollywood to be near him during the filming of *Rebecca*, Olivier convinced Myron Selznick, the actors' agent and brother of David Selznick, who was then casting his production of *Gone With the Wind*, that she would be the ideal Scarlett O'Hara. The burning of Atlanta was already consuming most of the sets in Culver City and all three went to watch the fun. "Viv looked lovely that night," Olivier recalls. "Her eyes were dancing in the light of that tremendous blaze. When I saw her like that, I knew she would get the part." They were married the following year.

In any sense that a banker would understand, Olivier is broke. He receives less money for all his work in the Old Vic than a Hollywood character player. As actor-director, his total earnings run around only \$500 a week. Although film companies pay him whopping sums and he produces a successful stage hit now and then on his own (the London productions, for example, of *Born Yesterday* and *Skin of Our Teeth*), British taxes take most of his earnings. He figures that if he and his wife were to do another film in Hollywood, their combined net earnings could not exceed \$2,000. He has expensive tastes and generous impulses and what is left after taxes evaporates like dew.

Olivier has barely attained the prime of his creative vigor, and the vistas open to him are limitless. He has already indicated that he hopes to do film versions of *Macbeth* and *Othello*. And he dreams that some day, if ever he should command enough funds at one time, he will be able to build a private theater at Notley Abbey. He would then be able to breathe 24 hours a day the atmosphere which suits him as water suits a fish.



AT HOME in London the Oliviers spend their evenings quietly. The Siamese cat in her lap accompanies them to first rehearsals of new productions, for luck.

Jayson Whitehall

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when aged whiskies* are scarce...

IT TAKES A SECOND LOOK TO FIND REAL QUALITY



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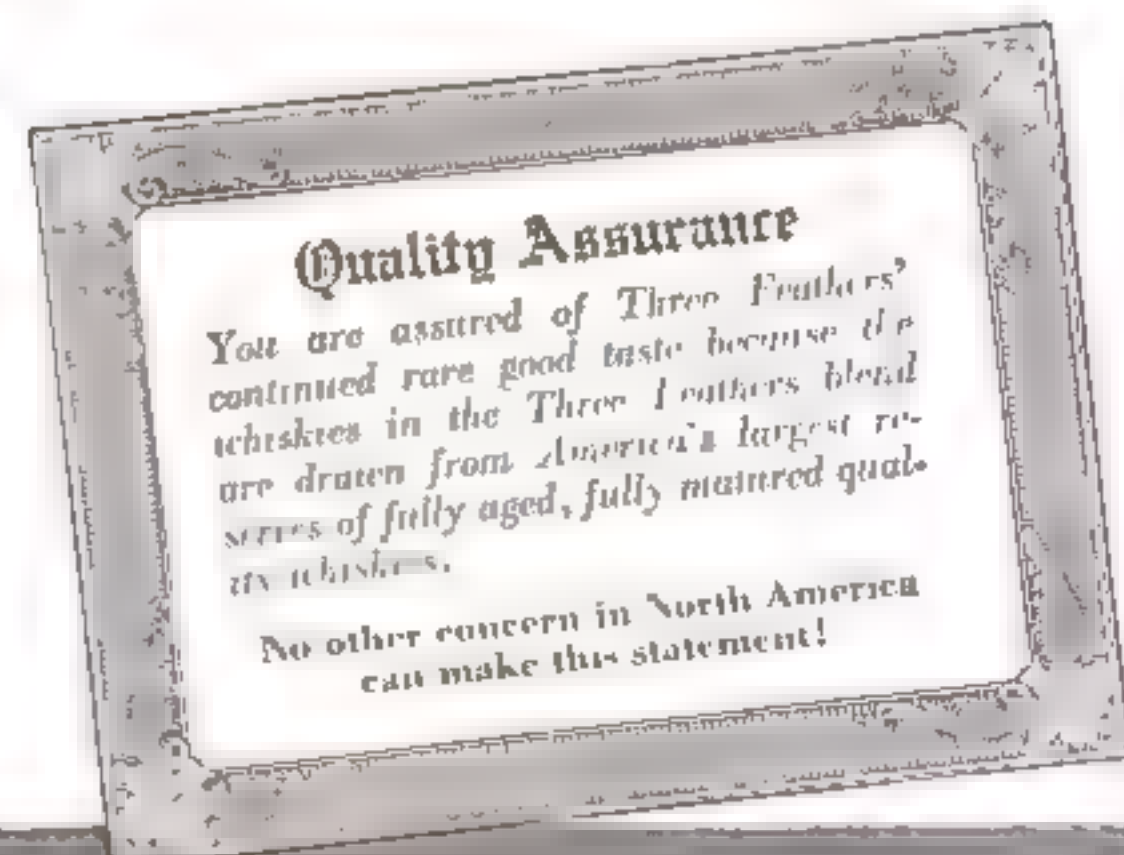
Today especially, with the shortage of fine aged whiskies, it's important for you to know the age and amount of straight whiskies in the blend you buy. That's why we urge you to look at the back label as well as the front label—to take a "second look" before you choose a whiskey.

Yes, especially *today* it's good to know that Three Feathers—backed by America's largest reserves of fine old whiskies—continues to give you the same generous quantities of five, six, and seven-year-old

whiskies, blended with choice grain neutral spirits. Read this special formula:

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No other concern in North America can make this statement!

THREE FEATHERS

...choice of those who take a second look for quality



WIND-BLOWN SKIRT OF THIS LIGHTWEIGHT MUTATION MINK BY MAXIMILIAN FOLLOWS THE SEASON'S NEW CLOTH-COAT LINES

NEW FURS

They weigh little, come in many colors

The swirling mink coat above embodies two of the most important innovations in the fall season's new fur styles: it is light enough in weight (5½ pounds) to swirl gaily in the breeze, and its 150 female mink skins are sewed to make it fit like a trim cloth coat. Unpadded shoulders, a snug-fitting waist and spiral sleeves replace the bulky, bundled-up-in-a-rug look. The flowing skirt, which is 14 feet in circumference at the bottom, makes the coat look and act almost like a dress. The price of this particular coat is sky high (\$15,000) but the same principles of light weight and trim lines apply just as well to the inexpensive furs like muskrat or mouton or rabbit (*right*). A third innovation this year is to bleach and dye furs to give them such unanimal-like colors as bright red or navy blue.



POLO-STYLE coat of New Zealand rabbit retails at Lord & Taylor for \$195, comes in four colors.

WATCH THE COLLEGE GIRLS



they
start
the
trends

Look to the girls at college for a preview of things to come. These youngsters are tradition-free, so their ideas and their ways are fresh and stimulating to others. ...Take the case of Tampax. The sales of this monthly sanitary protection soar in women's college towns — showing that an improvement has been discovered for a troublesome part of feminine life!

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cost of mailing. Size is checked below.

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LEOPARD SKIN from Africa went into this fitted jacket with
unpadded shoulders. It can be worn under coat like suit jacket.



MOLESKIN JACKET by Esther Dorothy sells for about \$500,
is dyed bright red. Styled like blazer, it has full, push-up sleeves.

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A WARNING FROM THE WALL STREET JOURNAL

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relieves tired, aching feet; rheumatic-like foot and
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or flatfoot. Thin, light, flexible. Fit in any shoe like
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—pay with
pennies...



Clopay De Luxe Window Shades. New, smart! Ribbed for that velvety-rich "corduroy" effect. Clean with soap and water. Straight hanging, smooth rolling. And oh so low in cost! Off rollers, from **55¢**
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Modern box carriages shown at left only 39¢ each.



Clopay Curtains to put a touch of California color at your windows. Many marvelous patterns and two delightful styles: 7-piece Cottage Sets, (lower left) for as little as 65¢. 3-piece Hollywoods (above) only **45¢**
Clopay Decorated Window Shades. Delightfully different! In a multitude of gay patterns. Off rollers, from 29¢

CLOPAY—and only Clopay—gives you 7-Point Perfect Drapes. (1) Duo-soft: mechanically stiffened in two directions. (2) Styled by leading artists. (3) Matched panels: designs match from side to side when hung. (4) Patented Self Pleater: drapes fall automatically into luxurious French folds. (5) Sun-resistant. (6) Guaranteed controlled moisture absorbency. (7) Laboratory controlled at each stage of manufacture.



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menthol vapors begin to ease that nasal stuffiness feeling.

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Style 56-4-16" sizes 26-34 \$7.50
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IN THE HAMMOCK BEHIND HIS PALM-THATCHED HUT (LEFT), HERMIT SILAS DENT STRUMS HIS GUITAR. "THE NICE THING ABOUT THIS LIFE," HE SAYS, "YOU

The Happy Hermit of Cabbage Key

He thrives on solitude, clams and a \$38-a-month pension

On a carefree day in 1900 Silas Dent, then 19 years old, shed his clothes in a shirt, kissed his mother and walked off their three-house farm in Collier County, Ga., to become a sea captain. But in the next 30 years he kept getting sidetracked into other jobs. Finally tiring of hog farming in 1936, Dent stepped back into the strong tide of civilization and started to drift. The wave carried him to Cabbage Key, an idyllic but insect-infested strip of beach and mangrove in the Gulf of Mexico Bay, Fla. There he built a palm-thatch hut, set up an iron stove and a rice stove and earned pocket money digging clams and cutting fly whisks from palm leaves for the winter tourists in nearby Pass-a-Grille. Today as he thumps his guitar in his hammock, digesting a fried fish lunch and debating between battered clams and boiled palm cabbage for supper, 67-year-old Silas is a happy hermit.



WADING IN A SHALLOWS, Silas pitchforks clams into his boat. About eating them he argues, "Some people clean clams first, remove the black stuff. I don't. It's all clam."



ANNUAL CHECKUP by Dr. Alvin Mills of St. Petersburg is paid for with clams. Despite his haphazard seafood meals Silas has to fight to keep his weight below 200 pounds.

CAN GET UP, GO TO BED, OR DO ANYTHING YOU WANT WHENEVER YOU WANT."

But even hermit life, Silas finds, has its nerve-racking complications. Mosquitoes are everywhere. The scorpions that clumb into bed must be aroused gently and caught just so behind their stingers. He is also troubled with rats. "They got so bad," he says, "that I got cats. The cats ate a flock of tame cardinals I had and wouldn't catch the rats. I still have rats." But more worrisome to Silas, psychologically, is a seeming bonanza which came to him in 1946 — a \$38-a-month old-age pension from the state. With this anchor to windward Silas suddenly found himself getting lazier and selling fewer clams. "I never seem to get ahead," complains the old man, who now needs money to repair his boat's broken engine. "But maybe," he adds brightly, unconsciously using a phrase familiar to the civilization he fled, "maybe I'll visit relatives until I catch up."



LUNCH OF FLOUNDER is fried by Silas. After tearing one month off the 1945 calendar behind his stove he stopped bothering about the passage of time.



MONTHLY WASH consists of sloshing his overalls—and shirt if it seems to need it—in sudsy water. At this rate his soap (right) will last well into 1950.



ON A FADED MAP Silas points out Calogage Key at the mouth of Tampa Bay. Since the key is owned by a nephew-in-law, he is not troubled with rent.

CONTINUED ON PAGE 155

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Cocktails
with less work*

Why do it the hard way? Do it the Heublein way! Serve professional cocktails at home—superb cocktails made of the finest liquors by cocktail specialists. Just ice and serve. Eight kinds at your local liquor store.

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HEUBLEIN'S *Club* COCKTAILS

40 proof

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Men who know, choose
INTERWOVEN... The
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You Can't Beat

Interwoven Socks

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SOCKS OF NYLON
MIXTURES AND ONE
OF FINE FRENCH
PROCESS LILE HAND-
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BELOW GROUP OF
SOCKS WITH DUPONT
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SOCKS

ABOVE TWO
ARGYLLS OF 100
NEW KROY WOOL
WILL NOT SHRINK
BELOW KNITTED SUE
ALSO WIDE RIBBED
SOFTIE OF 100%
DUPONT NEW KRINK-
LE-FIBRE NYLON—
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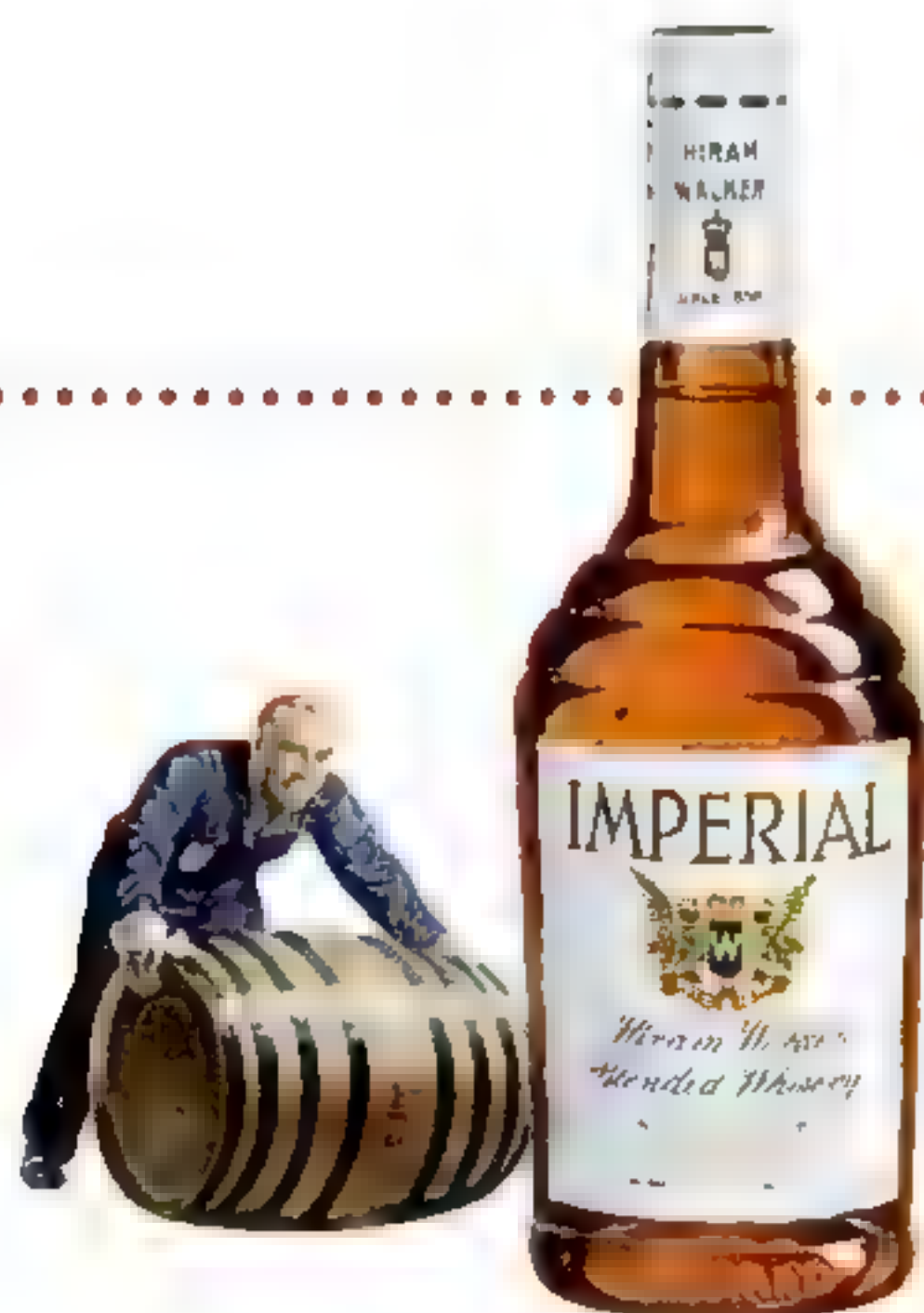


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90 years at fine whiskey-making makes this whiskey good. 86 proof. Blended Whiskey. The straight whiskies in this product are 4 years or more old. 30% straight whiskey. 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Ill.



PRETTY VISITOR Gloria Howard accompanied the photographer to Cabbage Key. Silas greeted her with same civility accorded occasional visiting fishermen.



When you baked your first pie

It came out of the oven just as he came in the door—and weren't you both proud? Your first successful adventure in housekeeping! And what timed that pie to the minute?



Sentinel clear-view "Kitchenette" - only \$4⁹⁵

A modern electric kitchen clock, streamlined, cased in red or white "Lustron" plastic, easy to clean, forward tilted—easy to see—accurate (its motor completely sealed in oil)—and so moderately priced! Just what you have been looking for.

"Kitchenette" is only one of the great Sentinel line of hand-wound and electric clocks, wrist and pocket watches which are at better dealers everywhere. They are all well styled and carefully made by one of America's oldest and largest timepiece manufacturers, with 117 years' experience. Send for free picture folder of Sentinel Clocks and Watches.

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POTTY BABY (*left*) wets when placed on the plastic chamber with which it is equipped (in contrast to the older and more familiar doll, here held by a young moth-

er, which wets as soon as it is fed). The manufacturer argues that Potty Baby helps inculcate good habits in youngsters, claims it is 1948's most important advance in dolls.



MILK FED INTO TRAP IN COW'S BACK EMERGES FROM RUBBER UDDER

FACTS-OF-LIFE DOLLS

They are subject to all the ills that flesh is heir to

To Victor Hugo the doll was "one of the most charming instincts of female childhood." Hugo of course died in 1885, well before doll manufacturers had launched their current program of relentless realism. This year dolls have achieved a verisimilitude to human and animal physiology which makes any parental explanation of the facts of life virtually superfluous and might have led Hugo to do some rewriting. Thus, while dolls which wet their pants have been dismayingly familiar for some years, this fall saw the introduction of "Potty Baby" ("a doll with controlled wetting"), which wets when set on a chamber (*above*). The child mother is also offered a doll which will spit back at her (*p. 159*), one which knits and a dog which gives birth to pups at the yank of a zipper. There is a cow that gives real milk (*left*), a bear that drinks with "Lost Weekend" abandon and a doll which can actually be fed (the food is afterward removed from a cranial compartment, since even realism has its limits). Dolls can now be as much trouble as babies and, ranging as high as \$149, almost as expensive.

CONTINUED ON PAGE 159



"WEDDING ANNIVERSARY," by Douglass Crockwell. Number 22 in the series "Home Life in America," by noted American illustrators

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer is the kind of beverage Americans like. It belongs—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy it, this too belongs—to our own American heritage of personal freedom.

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION



This Christmas, let one of these
fifty foremost
Gallery Artists
paint YOUR Personal Christmas Card

*The most beautiful Christmas Cards ever—
 that's what Hallmark craftsmen
 have created in this unique
 and exclusive Gallery Artists Collection
 from which you are invited
 to select your personal greetings*

HERE, IN ONE great treasury of priceless art—the Hallmark Gallery Artists Collection—you have an infinite variety of beautiful Christmas Cards from which to choose your own.

There are Hallmark Gallery Artists Cards by the Old Masters, the great romantic painters, the French Impressionists.

And cards created by the leading living painters especially—and exclusively—for this unique collection. To it, Grandma Moses adds the primitive quaintness and homespun simplicity that have made her the grand old lady of American Art. Salvador Dali, the most famous living surrealist, contributes his sophisticated interpretations of the Christmas Spirit. And Norman Rockwell brings the heart-warming touch that has made him America's most beloved illustrator.

But perhaps your taste runs more to Picasso, Renoir, Vertes. To Georgia O'Keeffe. To the charming children that Alice Schlesinger paints with such skill and feeling.

They are all here—and many more. And whatever your selection, you will find it reproduced by Hallmark Craftsmen with an excellence and elegance worthy of the great name it bears.

So ask to see the Hallmark Gallery Artists Album at leading stores in your community. Also, all the other lines of Hallmark Cards. They are widely varied in design—in appeal—in price. There are Hallmark Cards especially for men; Hallmark Cards for sophisticated tastes—or conservative tastes.

There is, in short, a Hallmark Card particularly for you.

Hallmark
Gallery Artists
Christmas Cards

"When you care enough to send the very best"



*The Hallmark
 Gallery Artists Collection
 includes
 the works of:*

CATHERINE BARNES
 DOROTHY BLAHIN
 MARY BLAIR
 PAUL CEZANNE
 MADYE LEE CHASTAIN
 F. S. COBURN
 SALVADOR DALI
 ROBERT DOARES
 ANGNA ENTERS
 PAUL GAUGUIN
 ESTHER GOETZ
 DOUGLAS GORSLINE
 EL GRECO
 FANNY HOLTZMANN
 LYNN BOGUE HUNT
 CALDWELL JAMES
 MERVIN JULES
 LYLE JUSTIS
 MARION KOHS
 FRITZ KREDEL
 MARIE LAURENCIN
 SAUL LEVINE
 MANLY McDONALD
 EDWIN MEGARGER
 CLAUDE MONET
 GRANDMA MOSES
 JON NEILSON
 GUY de NEYERAC
 GEORGIA O'KEEFFE
 PABLO PICASSO
 CAMILLE PISSARRO
 TINA RABNER
 NORMAN REEVES
 AUGUSTE RENOIR
 J. LASSELL RIPLEY
 NORMAN ROCKWELL
 ETHEL SACHSEL
 EMILY SARTAIN
 ALICE SCHLESINGER
 A. SHERRIFF SCOTT
 NED SEIDLER
 HENRY STOSSEL
 DORIS STOLBERG
 OTTO STORCH
 NAHUM TSCHACBASOV
 VINCENT VAN GOGH
 MARCEL VERTES
 LYND WARD
 EDWARD WARREN
 MAX WEBER

*and selected subjects from
 Currier and Ives*



BUBBLE-BLOWING DOLL (\$10.95) blows real bubbles when stomach is pressed, forcing air in body out through its mouth. Hair can be shampooed.



REGURGITATION occurs when the same doll's stomach is pressed hard after feeding, making it spit. Maker supplies swabs with which to clean its ears.



EATING DOLL can be fed fragments of real cooky. These move through a pas-age ending in the back of head, where they are removed. Price, \$1.98.

CONTINUED ON NEXT PAGE

Man who know **Wine**
keep glass filled with
GUILD



1. Abacus prove big saving
(it's a true luxury wine, for as little as 5 cents a glass.)

2. Like Chinese lantern, Guild add holiday touch to meals
(...as only a real, bottled-in-California wine can.)



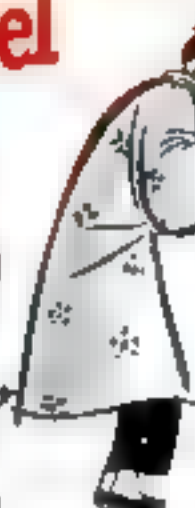
3. One sip worth thousand words
(it's finer-tasting...because Guild grows each wine where that one wine grows best.)

4. Look for the big red man on the Guild label

Guild Wine

Made the skilled way...the Guild way

WINE GROWERS GUILD • LOS ANGELES, CALIFORNIA



Oh, my aching back!



and for that tired stiff arm, hip, and leg

Here's fast relief...

● Oh, how muscles can shout with pain, after unusual work or play! Get busy . . . help Nature get them back to normal! Rub on Absorbine Jr.

Tired muscles are often *famished* muscles. Your strenuous activity has burned up the nourishment required for work. Absorbine Jr. stimulates your local circulation. This in turn enables fresh blood to bring fresh invigorating nourishment to the areas where applied. Pain eases fast, you feel limber as new . . . rarin' to go! Get a bottle of Absorbine Jr. today. All drug stores, \$1.25. W. F. Young, Inc. Springfield, Mass.



Ah, my Absorbine Jr.

Facts-of-Life Dolls CONTINUED



HARD-DRINKING BEAR (\$149) pours cup full, tilts head back, drinks liquid, which returns through arm to bottle. It wassails until mechanism stops.



MIRACLE OF BIRTH is made painfully clear by Puppies Dog, out of whose zippered abdomen pop three little strangers. Puppies Dog's price is \$4.95.



KNITTING RABBIT nods its head and, while its mechanism unwinds, knits the tiny garments traditionally needed by rabbits. Imported, it costs \$32.50.

Top PERFORMANCE REGENS FULLY AUTOMATIC STORMLIGHTER Bottom PRICE



- Just press to light
- Always works in any weather
- Slide-out tank lights pipes, too
- Guaranteed against mechanical defects
- In nickel, chrome, enamel or etched finish

Use Regens Yellow Flints and Regens Lighter Fluid for best results

\$1.50 TO \$2.50

AT BETTER JEWELRY, DRUG AND TOBACCO STORES
Regens Lighter Corporation, 2 East 44th St., N. Y. 17

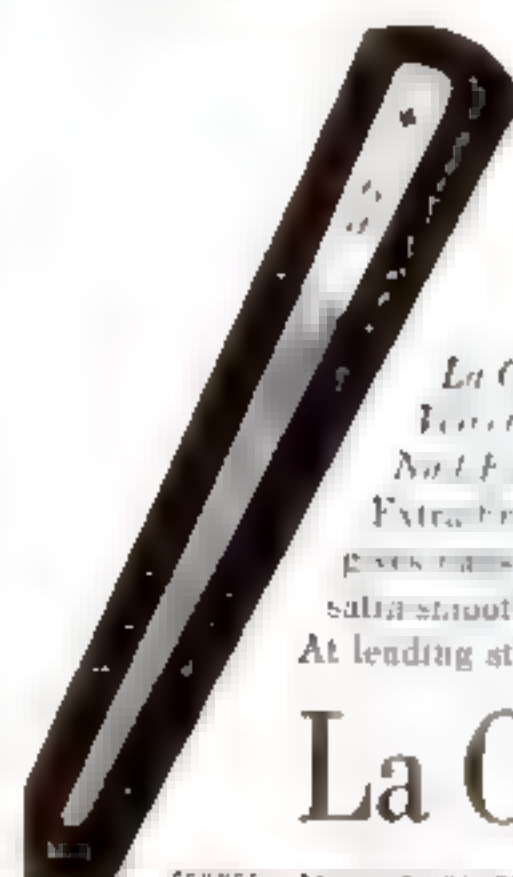
flower-fresh . . .
just wonderful!
for golden-crust
donuts at their best



always pick
mayflower
FRESH
DONUTS

MADE BY BETTER BAKERS / SOLD BY BETTER GROCERS
Enjoy them at Mayflower Shops, coast to coast

A MASTERPIECE OF PRECISION



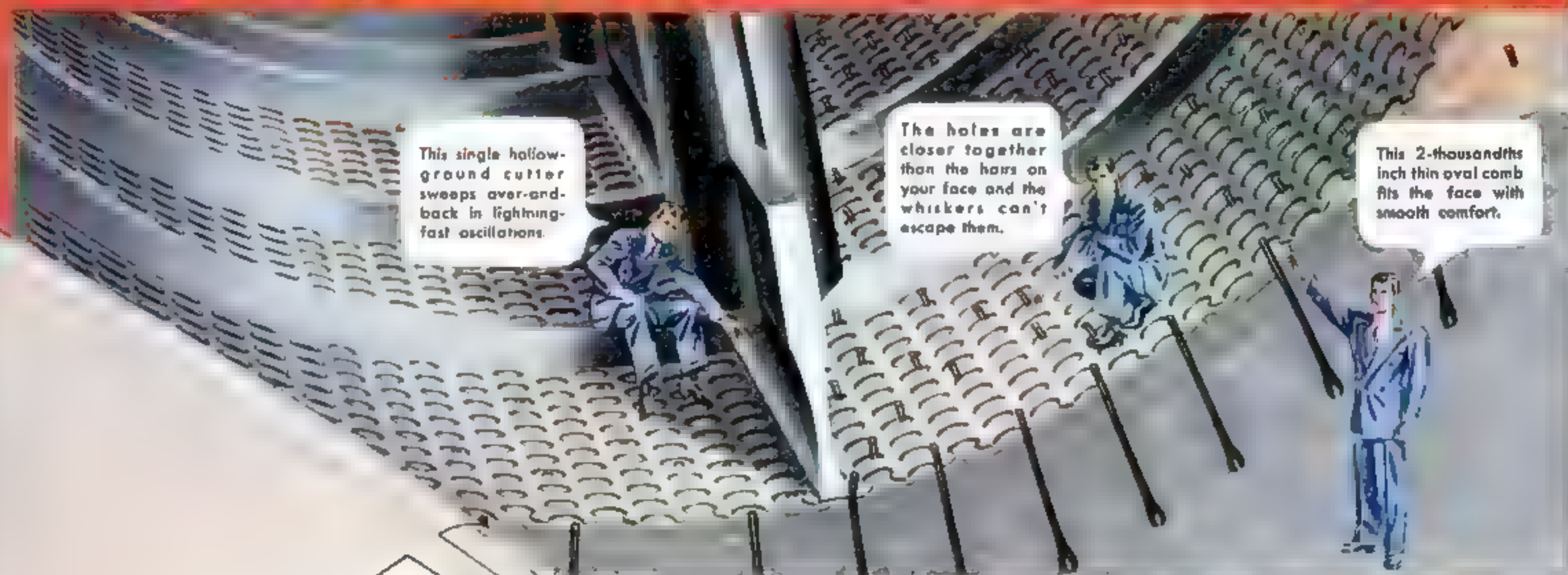
La Cross
Your Flyer
Not Pile
Extraordinary
PEN
extra smooth finish,
At leading stores—60¢

La Cross

Remember!
NO ONE
Outgrows the Need
FOR MILK
AMERICAN DAIRY ASSOCIATION
Chicago 6, Illinois

THERE'S EXTRA WEAR
IN THAT FAVORITE PAIR
SEE YOUR SHOE REPAIRMAN
TIOGA OAK
SOLE LEATHER
EAGLE TANNING CO., WESTFIELD, PENNA.

This Bigger SINGLE Head gives you *Faster Whisker Pick-up*...



Magnified cross-section of Shavemaster's BIGGER SINGLE HEAD showing why it shaves close as a straight-edge and faster



Sunbeam SHAVEMASTER

REG. U.S. PAT. OFF.

for **QUICKER, CLOSER, COMFORT-SHAVES**

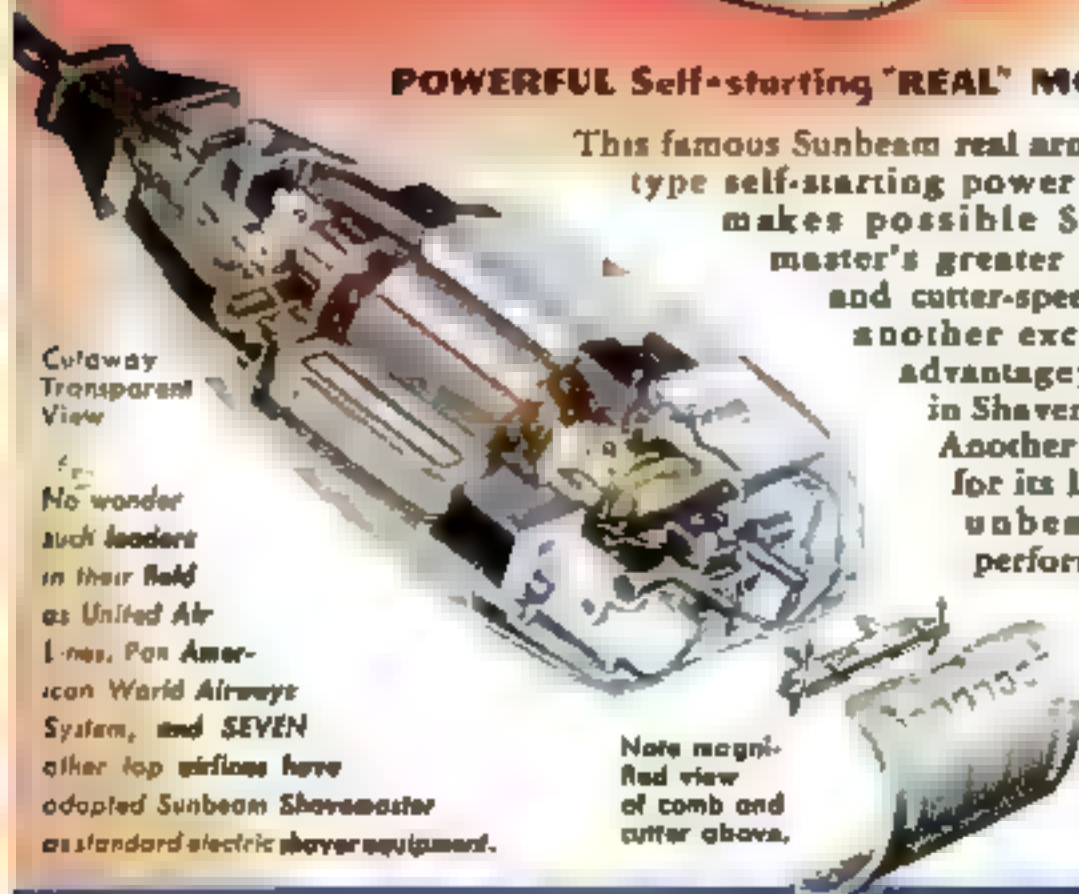
ONLY AFTER YOU'VE ACTUALLY USED the New Sunbeam Shavemaster will you appreciate why thousands of men who were formerly skeptical of electric shavers are changing to Shavemaster every day. They not only *like* Shavemaster—they are the most enthusiastic body of boosters any product ever had.

That's because Sunbeam Shavemaster has *one* head—one lightning-fast cutter. The larger, single head has a greater continuous-shaving-surface for faster whisker pick-up. No beard too tough—no skin too tender. Inside this 2-thousandths-inch-thin screened head a single hollow-ground cutter with double shaving edges shaves close as a straight-edge, and faster. This exclusive shaving principle is completely different from all others. It's patented.

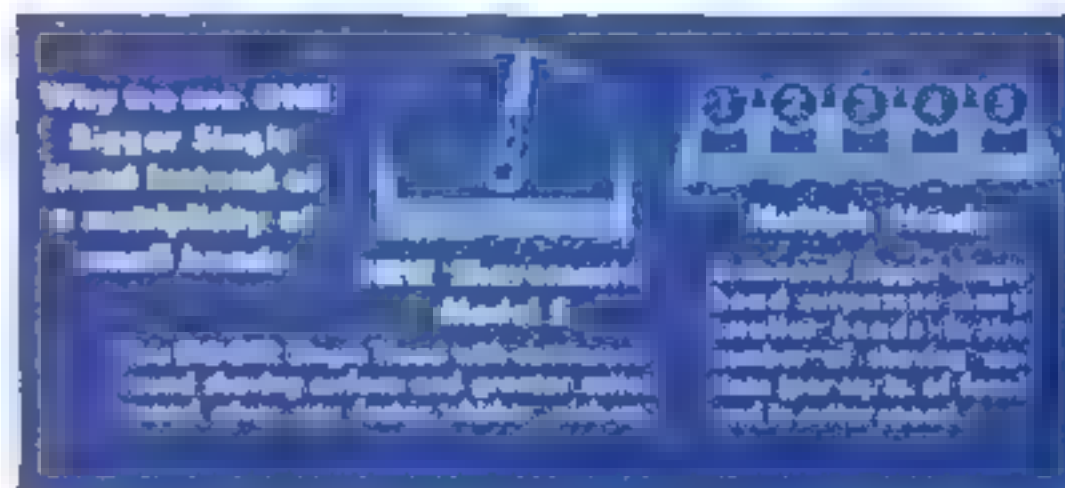
Whether you're a soap-and-blade veteran, or have used other electric shavers, Sunbeam Shavemaster can give your face a new lease on life. But better than anything we might say—ask the man who has tried them all, and convince yourself. See Sunbeam Shavemaster at your dealer's.

POWERFUL Self-starting "REAL" MOTOR

This famous Sunbeam real armature-type self-starting power plant makes possible Shavemaster's greater power and cutter-speed. It's another exclusive advantage you get in Shavemaster. Another reason for its lasting, unbeatable performance.



Note magnified view of comb and cutter above.



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ASK THE MAN WHO HAS TRIED THEM ALL!

Pick **Brach's** Chocolate Mint
and you pick the finest!



Pick Brach's CANDY TWIN'S and your pleasure comes in pairs! TWIN'S INSIDE! These Brach's candy bars are twin-wrapped - two treats in one for handy eating.



Brach's
FINE CANDIES



A BABY KANGAROO LAPS UP MILK FROM THE HAND OF ITS NEW MASTER

ORPHAN KANGAROOS

Two lost babies find another pouch to sleep in

The safest spot for a baby kangaroo is in its mother's pouch. But pouches proved no sanctuary for the pair of kangaroos shown below. They were bouncing about Australia's bushlands when some hunters sighted their mothers who, in running away, tossed their babies out. The babies would have died had not Bobby Bristol (*above*) and his brother found them, brought them back to Sydney and tried to introduce them to civilization. The boys persuaded the orphans to eat dairy milk and dry cereal but they can do nothing about sleeping habits. At night, tired from a hard day of hopping, the babies will not sleep until, as a substitute for a pouch, they are hung up in the burlap bag below.



IN IMPROVISED POUCH, which is made from an old sugar sack, the two baby kangaroos sleep peacefully. The one on left is 4 months old, the other 3.

CONTINUED ON NEXT PAGE

Bostonians modern rugged



THE STALWART
Neat, rugged
look! An ac-
cent of hand
butted seams
—plump pliant
leathers, superb fit
—to put your feet
smartly in season.

Bostonians from \$13.50

Bostonians

WHITMAN, MASSACHUSETTS



Only these
fluorescent lamps

LIGHT SO BRIGHT!
LAST SO LONG!

Tests prove it: you get far more for your money from **SYLVANIA** fluorescent lamps!

Even if you were to pay more than the regular price for them, Sylvania fluorescent lamps would still give you far more for your money. Why? Because tests prove that Sylvania's new, improved lamps

deliver more light—for a longer time—than ever before in lighting history. Write for the full story of "Fluorescent at its Finest!" Address Sylvania Electric Products Inc., 500 Fifth Avenue, New York 18, New York.



NEW "WARMTONE"

...first fluorescent lamp with the familiar warm color tone of a regular electric light bulb!

At last you can enjoy modern Sylvania fluorescent in the color tone of light you like and are used to.

**BEST LIGHT
IN SIGHT!**

**SYLVANIA
LIGHT BULBS!**



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ELECTRIC**

MAKERS OF FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES, ELECTRIC LIGHT BULBS, PHOTOLAMPS, RADIO TUBES, TELEVISION TUBES, ELECTRONIC DEVICES

Baby Kangaroos CONTINUED



SITTING DOWN, the kangaroo baby uses its tail to balance itself. A healthy kangaroo, with the help of its tail, can broad-jump 26 feet without falling over.

When day is done...

you
deserve
SCHENLEY

To a yachtsman, hoisting the cocktail flag is a perfect end to a perfect day. It invites friends aboard for a mellow Schenley highball while they talk of the day's run.



When a gardener's chores are done, "all's right with the world" as he enjoys his autumn flowers and sips his well-earned reward—a Schenley Manhattan.



Yachtsman, gardener, or armchair sportsman—whatever your pleasure when day is done, you deserve mild, mellow Schenley.

light,
mild,
friendly
SCHENLEY

Rare Blended Whiskey from Schenley the House of Aged Whiskies

RARE PRE-WAR QUALITY • The straight whiskies in this product are 5 years or more old. 35% straight whiskey. 65% grain neutral spirits. 86 Proof. 10% straight whiskey 5 years old. 21% straight whiskey 6 years old. 4% straight whiskey 7 years old.

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Available in the distinctive decanter as well as the familiar round bottle. In both, traditional Schenley quality →



A Schenley Mark of Merit Whiskey





Pause to Refresh... Have a Coca-Cola

Lots of good ideas start at the soda fountain where friendly folks talk things over. They get so much satisfaction from *the pause that refreshes* with ice-cold Coca-Cola that many fountains now offer

an added convenience. They have the handy 6-bottle carton of Coca-Cola... so welcome by all the family. Enjoy a refreshing pause with a frosty Coke and prepare for six more like it at home.



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